



Eco-Friendly Boutique Hair Salon Earlsfield

2024 - 2025

Annual Sustainability Report



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Welcome Message



Shareefa Icilda Jennings
(Founder/CEO)
30th April 2025

Congratulations! If you are reading this, it means you are part of the solution and not the problem. You are here because you believe in creating a sustainable future by minimising the impact that you or your business has on the environment today. Whether you are a salon owner seeking to incorporate sustainable practices into your business or a hairstylist looking to gain a deeper understanding of sustainability within our industry, I appreciate your interest in contributing to the change that creates a circular economy.

This past year, I have participated in numerous interviews with universities and organisations, highlighting the importance of Sustainability Reporting in SMES, especially within the hairdressing industry.

One of the main questions has been: How did I Achieve Success as a Sustainable Salon within the Industry, and what advice would I give to professionals in the industry to encourage them to incorporate sustainable practices in the workplace? The answer is to "Build the Right Foundation!"

Your values and belief system form the foundation of everything you do in life. Your actions reflect your values and what you ultimately stand for. The quality and functioning of your business reflect what you value and what you believe in. Building the foundation of your business, including these values and beliefs, will mould your vision and solidify your mission.

The question is, do you value sustainability? And do you understand the personal impact you have on the environment? They say data never lies. This is why sustainability reporting is essential for SMES to highlight the impact they have on the environment. This is the only way to understand the importance of incorporating the 3Ps framework into your business and operating according to the 5Rs principle. We are never too small to make a difference.

About Company



Cognito Hair is a boutique hair salon located in Earlsfield at the heart of Wandsworth, London SW18. We offer a highly informative hair salon service for a clientele that demands high-quality expert knowledge concerning their hair care needs

Sustainability is at the core of everything we strive to do at Cognito Hair. Therefore, we have made a pledge to strengthen our commitment to sustainability every year by incorporating new sustainable practices in both the business and in all salon service operations.

We believe that all our business practices in the salon and behind the scenes should be safe, eco-friendly, and increasingly sustainable.



Our Vision and Missions

Vision

Our Vision is to enhance beauty by taking clients on a hair care journey alongside highly skilled and creative hair experts, in a safe, sustainable, and welcoming environment to achieve their hair care goals.

Sustainable Mission

To transform our service offerings and business practices to ensure that what we deliver is safe and increasingly sustainable

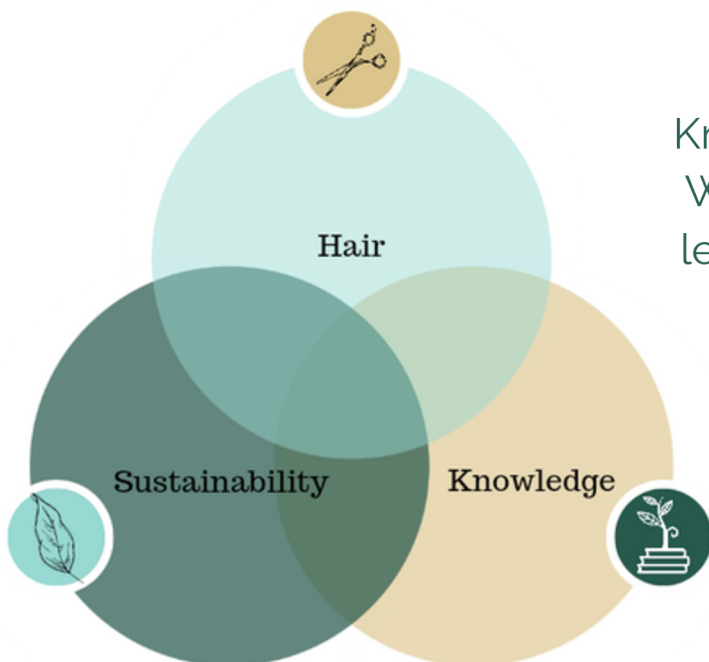
Mission

Turn Sustainable Practices into Profits for the continuation and growth of safe sustainable business practices and services.



Our Three Pillars

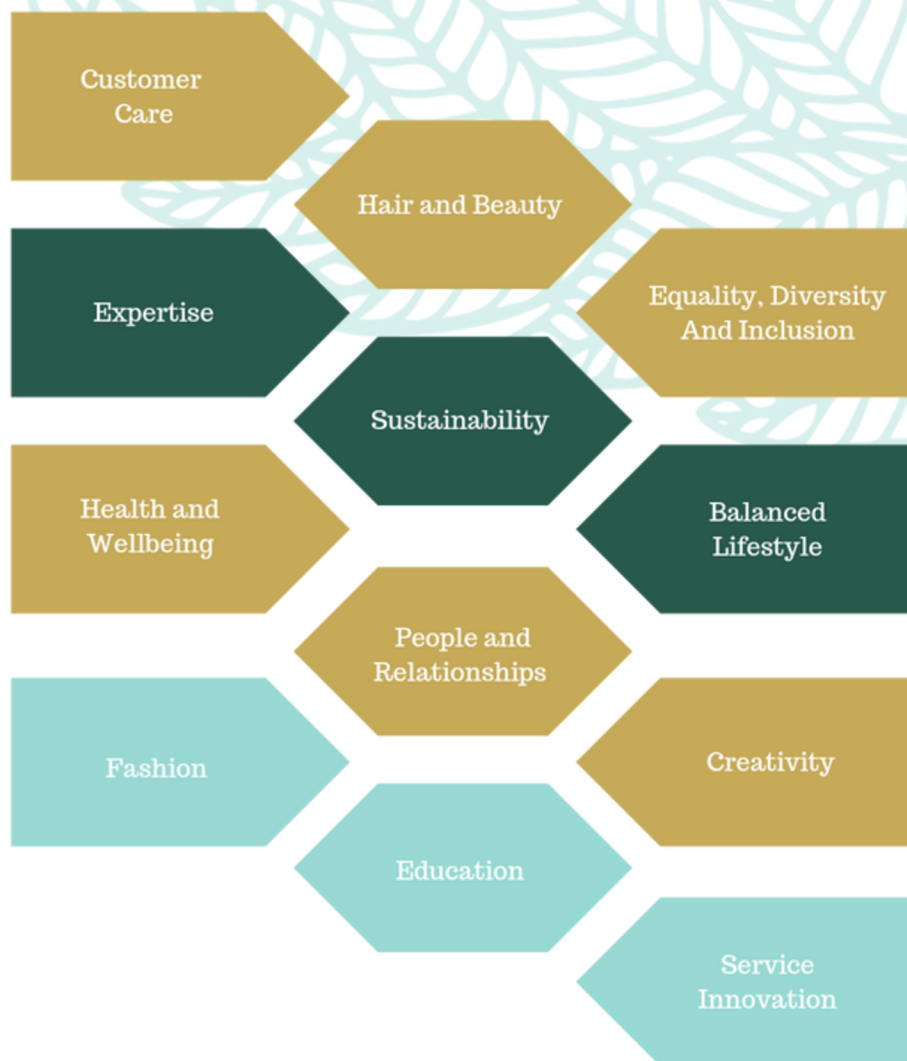
Hair	Knowledge	Sustainability
Bespoke services and service Innovation	Education and Continuous Learning	Ethnically Conscious
Hair care journey with Hair Care Experts	Delivering Informative Services	Sustainable Business and Hair Care Practices
Specialist Services and Premium Treatments	Product Knowledge and Innovation	Carbon Neutral and Zero to Landfill
Hair and Scalp Care	In House Training and Online Training	Digital Data and Software
Bespoke Hair Care Regimes	Diversity of Knowledge	Waste Management and Waste reduction



Cognito is Latin for 'To Know'. Knowledge is one of our key pillars. We pride ourselves on continuous learning and a detailed knowledge of and principles concerning sustainable hair and scalp care.

Company Values

At Cognito Hair we have a passion for hair, people and the planet. Our values align with everything we do and what we represent as a brand. They help build and strengthen the culture of our organisation and are embedded in all our business practices.



Ethically Conscious

Cognito Hair is an ethically conscious, carbon neutral, certified sustainable salon. People have become increasingly aware of how their lifestyle choices impact the environment in recent years. As a result, this has put pressure on companies to implement more sustainable business practices—hair salons included. This has called for many hair salons to rethink how they dispose of their waste, issues surrounding energy consumption, packaging of retail products, and which chemicals or harmful ingredients are in the hair care products they are using. As a member of the Green Salon Collective, we believe that hairdressing practices should be safe, environmentally friendly, and sustainable. As we become more aware of how our personal choices impact our health and the environment, we strive to provide the best hair care products and salon services to protect our clients, team, and planet.

Supporting Communities

At the heart of every community are people. We desire to harvest an environment of inclusivity that nurtures and embraces different cultures and represents the true meaning of diversity. A community is developed by the building of trusting and positive relationships with a natural flow of giving and supporting one another without judgement or prejudice. Showing love and compassion to the situations and circumstances we all find ourselves in life. Therefore, we give a minimum of 10% of our profits to a church fellowship that supports the building of communities both nationally and internationally, bringing out the very best in others and serving the building and enhancement of communities.

8 DECENT WORK AND
ECONOMIC GROWTH



11 SUSTAINABLE CITIES
AND COMMUNITIES



Activities, Customers and Employees



Activities

Cognito Hair is a private limited company, providing customers with professional hair salon services. Located at 581 Garratt Lane Earlsfield, London, SW18 4ST, Cognito offers a highly informative hair salon service for a clientele that demands high-quality expert knowledge concerning their hair care needs. Salon services are delivered by our team of 'Hair Experts' who share a knowledge of trichology, cosmetic science, and fashion using innovative technology that has been integrated into the service

We are proud of our brand reputation for incorporating sustainable practices, producing customer satisfaction, achieving superior hair care results, and providing a highly knowledgeable and informative hair care service. By striving to always meet these criterias, Cognito Hair is perceived as being a trustworthy and credible hair salon brand.

Activities, Customers and Employees



Customers

Clients who choose to have their hair done at Cognito Hair will typically expect the following outcomes from the service:

1. To have had their hair care goals met
2. To have experienced a high-quality salon service
3. To be more informed and knowledgeable about their hair care requirements
4. To benefit from eco-friendly and sustainable salon and hair care practices

We want our clients to feel confident that they are making a positive difference to our planet with every salon visit to us. Since opening in 2017, we have transformed a number of our services and business practices to deliver a safe and increasingly sustainable customer experience.

Employees



Shareefa Jennings

Director/Lead Hair Care Expert

Shareefa is passionate about hair care and has a wealth of diverse hair care knowledge. She is able to achieve both classic and contemporary looks, as well as create signature looks. Because her goal is for all clients to leave the salon happy, she aims to be the best listener she can be and to be as informative as possible—helping every client achieve the very best results for their hair.



Anu Ikutiyinu

Hair Care Expert

Anu is a Hair Care Expert, she enjoys exploring the different techniques and methods of cutting and styling as she expands her knowledge and skill for the art of hair. She loves to create multi tonal global glossy colours to complement cuts as well as creating smooth and straight looks using the pioneering Nanokeratin smoothing and straightening system.



Employees

At Cognito Hair, to help guide our employees, keep them safe, and ensure that they are aware of their rights, an Employee Handbook has been created clearly outlining all policies and procedures throughout the company. We also have salon protocols for different areas of the business so that our employees can understand the operations to maintain the high standard of service we strive to provide in a safe and sustainable way.

On the induction day, employees are taken through all salon policies, procedures, and protocols. They must sign them to acknowledge their understanding of all policies, procedures, and protocols with their agreement to follow them. If any individual needs advice on how to implement them, they have direct access to the salon operational manager daily; anything communicated verbally will be confirmed in writing via email. If there are any concerns about the company's business conduct, any individual must raise their concerns formally in writing via email, and these will be addressed immediately

Apart from the owner, Cognito Hair currently has one female full-time employee. We do have an additional worker within the salon who operates on a rent a chair basis. They too follow all business and sustainable practices outlined in the company handbook and additional documented policies and procedures for the safe operation of the business. Employee information cannot be broken down by country/region or location. As an SME business, we do not have a collective bargaining agreement; however, we do have practices that allow us to always treat our employees fairly. All agreements between employer and employee are clearly outlined in the employment contract and can be revised at any time upon request for a meeting. We hold one-to-one appraisals every six months to let our employees know they are valued. This is an opportunity for our employees to feel their voice is heard. A chance to listen to their needs and make the necessary changes to create a healthy working environment and a healthy work-life balance, making sure that both employer and employee are happy with business practices, as well as an opportunity for the employer to highlight and discuss whether the employee's working performance and target performance are met according to any written agreement in place. This ensures that any necessary support is offered to ensure their targets and responsibilities are achievable and sustainable.



Other Business Relationships and Activities

Since December 2017, we have had an additional stylist operate his business as a sole trader on our premises, renting a chair. Although this information was not included in our last annual report, it was essential to include it in this report as his clients contribute to the waste we produce at the salon and its environmental impact. It is impossible to measure the exact effect at this stage. However, we are working on policies and procedures that can give a more accurate impact, which we hope to include in our following report. We have acknowledged that his highest service is the Yuko Straightening system, which has the highest impact on waste, water and energy consumption within the business. As water and energy costs increase, this will also have a financial impact, not just an environmental one.

DC Han

Chair Renter

DC Han is a Yuko Hair Straightening specialists who operates within the salon on a rent a chair basis.



Business Relationships

Our business relationships continue with our choice of suppliers. We choose to team up with other businesses with the same values and passions. Those who have incorporated sustainable practices within their companies desire to make a difference in how they operate their businesses by minimising their impact on the environment and giving back to good causes. We have chosen First Mile and The Green Salon Collective, both B Corp companies for our waste streams. Keune is our main product line at the salon and retail to our clients, promoting sustainable hair care practices. They, too, are a Benefit Corporation.

Material Impacts

We chose 'water and effluents' (GRI 303) and 'waste' (GRI 306) as the material impacts in our report. This Report is the third sustainable Sustainability Report of Cognito Hair, and the choice of material impacts has not changed.



Water and Effluents

There are no sector-specific standards for the quality of effluent discharge. Effluent within hairdressing salons is classed as regular sewage; the nature of the waste is the same as domestic house waste. However, we do have a policy in place that no chemical waste can be disposed of down the sink; instead, it must be carefully contained and disposed of.

By partnering with First Mile chemical waste can safely be disposed of in our general waste, but this must be sealed and contained appropriately. This waste does not go to the landfill; rather, it is converted for use as renewable energy. Through waste management we have limited our chemical waste and are currently seeking alternative disposal methods via business waste.



Interactions of water as a shared source

Water within the premises is mainly used for washing hair and removing colours and products from straightening services. The primary water source is cold water stored in a hot water cylinder, which is heated using an immersion heater powered by electricity. This is located on the ground floor.

On the basement floor, we have kitchen facilities, a colour unit, and toilet facilities for both staff and clients. Saniflors are installed in these three areas specifically to up-flush the water flow to the central drainage systems, ensuring efficient waste management. Under-sink water heaters are fitted in the kitchen and colour unit to provide hot water when needed and reduce energy costs.

The sink installed at the colour unit is used to wash bowls and brushes from colouring or other chemical services. Although chemical waste is not disposed of down the sink, the residue left in the bowls must be thoroughly cleaned to prevent contamination.

All wastewater produced by hairdressing salons are the same effluent as domestic kitchens, bathrooms, and toilets. It is reported that the risk of toxic sewage produced in hairdressing salons is so low that consent is not needed to dispose of trade effluent.





Water discharge and the management of its impact

According to the 'Wandsworth Environment and Sustainability Strategy 2019—2030', we aim to be a community living within our environmental limits in an attractive, high-quality local environment and to be the greenest council in inner London by 2030.

Water effluent within hairdressing salons is classed as regular sewage. The nature of the waste is the same as that from domestic houses; therefore, there are no sector-specific standards for the quality of effluent discharge. However, we still have strict guidelines developed to control effluent discharge quality.

We have installed water-saving eco shower heads to reduce our impact on water usage. This is an environmentally friendly solution to washing hair and reducing energy costs and wastewater within the salon. Eco heads use 65% less water by doubling the pressure which reduces the time spent rinsing. The Eco Stones in-built within the shower head softens the water by negative ions giving our clients a more sustainable hair wash caring for both the hair and the environment.

Regular sustainability meetings are held to help our employees to understand the impact that our industry has on the environment and our responsibility as a business and as individuals to lessen this impact.

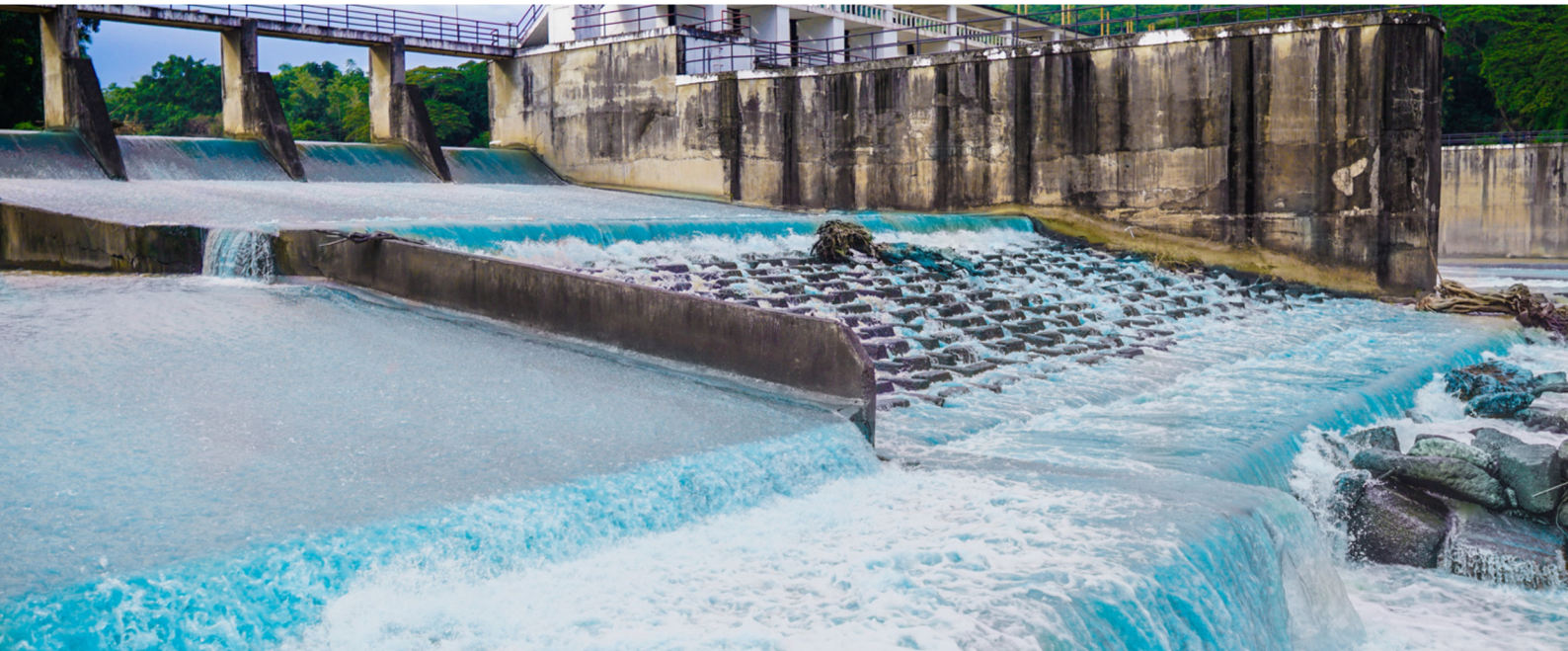
To reduce water usage and energy cost, we do not have a boiler system to generate hot water. We only heat the water when it is needed. We also use Scrummi Disposable Towels to minimise our impact on the environment. By not using a washing machine we have saved 60,375 litres of water and 4025 in kWh in energy in 2024.

scrummi
SUSTAINABLE SINGLE USE SALON TOWELS


CASTLE
WATER

ECOHEADS™

Water Withdrawal



All tap water in the UK originates from natural sources—primarily rainfall or snowmelt. Water will come from one of three main sources:

- Rivers
- Groundwater
- Reservoirs

Rivers: Water from rivers often ends up in reservoirs or is sent directly to pump stations for treatment before it reaches consumers. The location and availability of rivers dictate how much water they can supply.

Groundwater: This refers to water that collects in large underground pools, often referred to as aquifers. This water can seep through soil from rainfall or filter down from rivers. These underground pools can be as deep as 100m or more, and many of the UK's groundwater supplies pass through layers of limestone or chalk, which influences water hardness.

Reservoirs: Reservoirs are either naturally occurring lakes or human-made structures built to store water. Many reservoirs in the UK were built in the 1800s to meet growing demand as local rivers became insufficient.

This information has been taken directly from the [Castle Water's website](#).

Water Consumption

In our 2024 report, we decided to record our water consumption not as a year-to-year comparison but to highlight the importance of water audits, monitoring water usage to detect leaks and bringing awareness to the financial impact this can have on your business if overlooked.

Water usage and Water waste

In May 2024, a smart water metre was installed due to inconsistent water readings and a significant increase in costs which was above the 20% increase reported. The premises was checked for any leaks with no noticeable evidence.

Once the water smart metre was installed it was reading a high water usage that was not detected at the premises. An independent contractor was outsourced to investigate the leak. This was coming from the pressure valve of the water heater.

Month	Potable Water m ³	Metered Foul Sewerage m ³	Cost
• January	• 10	• 9.5	• 48.27
• February	• 18	• 17.1	• 74.64
• March	• 47	• 44.65	• 169.22
• April	• 18	• 17.1	• 74.64
• May	• 195	• 185.65	• 801.89
• June	• 76	• 72.2	• 290.53
• July	• -16+2	• -15.2+1.9	• -38.47
• August	• 9	• 8.55	• 49.05
• September	• 9	• 8.55	• 48.52
• October	• 6	• 5.7	• 38.22
• November	• 8	• 7.6	• 44.91
• December	• 9	• 8.55	• 49.05
Annual Total	387	368.05	£ 1,650.47

Analysing the Numbers

In the UK, the average person uses 142 litres per day, and the average salon uses 1,136 litres per day. At Cognito Hair, we use an average of 6,000 to 10,000 litres a month, equivalent to 200 to 333 litres a day.

During the 5 months when an undetected water leak occurred, the company's water waste was 354,000 litres. This resulted in an additional £1,410.92 in expenses for 2024. Water audits are essential for improving water efficiency and controlling water consumption. Due to this, our water supplier overestimated our water usage in June, which is reflected in the negative figures in July. Showing the rectification of the negative impact the water leak had in the months prior. Therefore, the water units and costs were reversed.

Energy Consumption

From hot water usage to the use of electrical appliances or temperature control through air conditioning units, energy within the hair and beauty industry contribute highly to carbon emissions.

Energy Usage

We use Octopus energy as our renewable energy provider, in our third sustainability report we wanted to track our energy consumption to clearly measure the carbon footprint of the salon to document our journey in becoming Net Zero.

2024	Consumption in kWh	Energy Cost	kgCO2e per client
• January	• 657.20	• 163.78	• 0.09
• February	• 550.70	• 137.18	• 0.07
• March	• 564.60	• 140.41	• 0.08
• April	• 531.90	• 132.56	• 0.07
• May	• 453.70	• 113.84	• 0.06
• June	• 413.60	• 104.25	• 0.05
• July	• 818.70	• 202.15	• 0.11
• August	• 463.20	• 114.71	• 0.06
• September	• 440.80	• 110.66	• 0.06
• October	• 196.27	• 45.12	• 0.02
• November	• 233.50	• 52.73	• 0.03
• December	• 238.50	• 53.89	• 0.03
Annual Total	5562.67	£ 1,371.28	0.73

Analysing the Numbers

It is reported that the average UK hair salon uses 7,000 kWh of electricity annually costing approximately £1,000.

Cognito Hair operates with 3 stylists, 6 styling chairs, 2 backwashes, 1 staffroom and 1 toilet facility. The salon is over 2 floors and 3 stylists can occupy all 6 styling chairs.

In 2024, our annual energy consumption totalled 5,562.67 kWh equivalent to 1,151.86 KgCO2e. This averaged 0.78 kgCO2e per client. Our annual energy cost totalled £1,371.28 equalling £5.27 a day. We have reduced our energy consumption significantly by incorporating more sustainable practices.

Intensity Ratios

To accurately measure our environmental impact, we collected significant data from our previous reports to reflect our business activities. We have included data from this year’s report to present our intensity ratios per client visit, allowing for a year-on-year comparison since our first reporting period.

Figures are reported annually to document our energy and water usage as well as our waste production. By measuring our intensity ratio per client, we can also calculate our annual kg CO2e per client visit.

Further details on energy consumption can be found on page 17 of this report, and water consumption on page 16. Data for waste production can be found on pages 21, 22 and 25 of this report to support the figures in the tables below.

7 AFFORDABLE AND CLEAN ENERGY



Energy Usage

	2022	2023	2024
No. of Clients	1685	1810	2100
Energy in kWh	5661.20	5049.08	5562.67
Intensity Ratio Per Client	3.36	2.79	2.65
kgCO2e per client	1.00	0.08	0.79

Intensity Ratios

Water Usage

	2022	2023	2024
No. of Clients	1685	1810	2100
Water in Litres	82000	71000	387000
Intensity Ratio Per Client	48.66	39.23	184.28
kgC02e Per Client	10.95	8.82	41.46

Waste Production

	2022	2023	2024
No. of Clients	1685	1810	2100
Waste in KG	1049	1065	1054.87
Intensity Ratio Per Client	0.62	0.59	0.50



17 PARTNERSHIPS
FOR THE GOALS



Waste Management

We use companies like First Mile for general waste and recycling, so none of our waste goes to the landfill. We are also members of the Green Salon Collective, with a mission to create a circular economy. This means we can recycle the unrecyclable such as used foils, hair, and towels. If any item cannot be reused it will be turned into renewable energy.

Waste Generation and Significant Waste Related Impacts

The types of waste produced in salon are; Hair, Foils, Chemicals, Disposable and Compostable waste, Biodegradable towels and capes, Recyclable and Non-recyclable plastic, and Sanitary ware.

We dispose of very little waste; 90% of the materials we use within the salon are recycled through First Mile or the Green Salon Collective. First Mile has a Zero to Landfill policy, so our business waste is used to generate green energy in partnership with Octopus Energy instead of going to the landfill.



Using Disposable Towels

Year on Year Comparison

We use Scrummi Disposable Towels to minimise our impact on the environment. Scrummi disposable salon towels are made from 100% soft and natural biodegradable wood fibres from certified sustainable sources. By using Scrummi towels also helps us to reduce our costs, water and energy consumption.

PRODUCT	2021	2022	2023	2024
HAIR TOWELS	4000	4000	4500	3600
HAND TOWELS	3100	3500	1500	3400
CAPES	1250	1025	1625	500
COST	1376.50	1472.50	2237.70	1853.70

Environmental Impact

As the business grows it is natural to see a rise in costs and usage. The data collected from Scrummi below shows the impact our business had on the environment across 2022 to 2024, resulting in a positive change by using Scrummi disposable towels.

	2022	2023	2024
WATER SAVED IN LITRES	37,000	56,250	60,375
ENERGY SAVED IN KWH	3958	3750	4025
CO ₂ OFFSET IN KG	1353.75	1282.50	1376.55
LABOUR HRS SAVED	237.50	225	241.50
MONEY SAVED (£)	5937.50	5625	6037.50

*Calculations are based on average industry market statistics for laundering towels in UK salons. The metrics are manually calculated to focus on water savings, energy saved, CO₂ reduction by not washing traditional cotton towels, hours saved and money saved. The data will fluctuate based on usage, an increase in clientele and inflation. Overall, these figures have proven that using disposable towels is a more sustainable alternative.

Zero Landfill

How we have achieved and maintained our zero to landfill status.

Say “No” to Landfill

Since opening in 2017 we have chosen First Mile to dispose of our waste and handle our recycling to ensure that no waste goes to the landfill and, instead, is reused in the form of renewable energy

	2022	2023	2024
GENERAL WASTE	500KG	500KG	500KG
MIXED RECYCLING	500KG	500KG	500KG

Over the last 3 years of reporting our waste disposal through first mile we have planted 15 trees, saved 3 tonnes of CO₂, and produced 825 kWh of renewable energy.

For our 2025 report we have committed to weighing our waste throughout the year to give a more accurate figure of the waste the salon produces, measuring our waste reduction and to highlight our waste management.



Mixed Recycling

Waste generated and sent to landfills has a significant impact on our environment, particularly when much of this waste can be reduced, reused, or recycled. However, the correct recycling methods are generally not used in most businesses and households, even though instructions for disposal are given to ensure this is carried out effectively. As our population increases, the amount of waste we produce as a society also rapidly increases.

We have various recycling points located in the salon which are available for both clients and employees to use. Our recycling facilities are clearly labelled outlining the correct methods of recycling. By taking these measures we are able to adopt the right practices ensuring that all items are recycled responsibly and items used in the salon are recyclable.

We remind our employees to wash out any food and product residue from containers and allowing them to dry before putting them into the recycling bins. We emphasise that, if it is recyclable, please do not put it in the general waste bin, and we encourage our clients to use the correct recycling points provided. On the occasion when clients do bring food items in which are not recyclable, these will be disposed of in our general waste to energy waste stream.





Recycling the Unrecyclable

As members of The Green Salon collective, we can recycle the unrecyclable, such as used foils, hair, and biodegradable, compostable towels.

Items such as used foils and colour tubes contaminated with chemicals were unable to be reused or recycled. With only 2% of UK hairdressers recycling their foil, this means 98% of metal waste is going to landfill. By using waste streams such as Green Salon Collective, not only are our foils recycled, but they are also repurposed.

Hair can be recycled in 10 different ways; through composting and gardening, waterway cleanups, hair mats, regenerative biomanufacturing, wool alternatives, architecture, wigs, art, hair rope and potting felt. Reusing and repurposing hair has so many benefits.

Our towels are sent to GSC to ensure they are composted correctly. Any contaminated towels will be turned into renewable energy via our general waste-to-energy stream. The Green Salon Collective have created a platform for the hair and beauty industry in order for us to work together in creating a circular economy.



Waste Reduction



This table shares data on unrecyclable waste, including items such as hair, foil, and disposable towels, which we recycle through the Green Salon Collective..

As part of our journey to become Net Zero, we have made a conscious effort to minimise our waste by focusing on effective waste management and reducing our waste output. Despite an increase of 210 client visits in 2024, we have managed to reduce our waste by 10.13 kg. This also meant a reduction of CO2e by 80.14.

In 2025, we are committed to taking this a step further by providing a detailed breakdown of our waste output in our following report. Contributing to and showcasing our efforts in developing a circular economy.

13 CLIMATE ACTION



Making Sustainable Choices

Being ethically concious

We're becoming Greener



Proud to be
**A Green Mark
Certified Business**

- We use technologies like Eco Heads, which reduces water by 65%.
- We are committed to energy efficiency, using LED lighting throughout our salon.
- We use sensor lights in communal areas.
- We power our operations with renewable energy sourced through our partnership with Octopus Energy.
- We are dedicated to supporting responsible business practices. That's why we prioritize sourcing from B Corp-certified companies and those that demonstrate sustainable product sourcing.
- We use disposable, biodegradable, and compostable eco towels by Scrummi, which reduces costs, water, and energy consumption.
- We use organic, biodegradable disinfecting and cleaning products by DEW that use electrolytes.
- As proud Green Salon Collective members, our hair, metals, and towels are reused and repurposed.
- We use First Mile to achieve our Zero to Landfill status.
- We focus on waste reduction and waste management.
- We have a green sustainable website created and supported by Beech Web Services
- We fund tree planting and invest in climate change projects monthly through Ecologi.
- We have a a sustainable accreditation via Green Mark.
- We are on a continuous journey in becoming increasingly sustainable.



Sustainable Income, Recycling Costs and Our Giving

11 SUSTAINABLE CITIES AND COMMUNITIES



We believe in being honest and transparent with all our business and sustainable practices. All excess income from our Green Fee charge goes towards minimising our environmental impact, giving to charitable causes and giving back to our clients through our loyalty points scheme. This is to help others in need and to reward our clients for investing in us as a sustainable business

Green Fee Reinvestment

On our journey to becoming Net Zero we have decided to reinvest the surplus of our Green Fee into climate projects across the globe through Ecologi. To date we have funded 63 trees and avoided 8 tonnes of CO₂e.

Green Fee
£3020

Green Salon Collective	First Mile
£675.00	£484.80

Sustainable Waste Management

We continue to use sustainable waste management streams to ensure all our recycling and waste disposals have minimal impact on the environment, are reused and repurposed to create a circular economy.

Our Giving

We have superseded in our giving in 2024, to support people and communities through a international church fellowship who helps those in need. We have also given away complimentary services through our loyalty scheme, giveaways and events. We believe it is better to give than to receive.

Charitable Giving	Loyalty Points Scheme
£12,500	149 Services



Proud to be
**A Green Mark
Certified Business**

Green Mark Accreditation

Making Businesses Greener

In December 2024 Cognito Hair joined the Making Business Greener scheme run by Wandsworth Council. We have proudly achieved our Level 1 accreditation and will continue year by year to achieve and maintain up to Level 3.



GREEN MARK

This certificate is presented to

Cognito Hair

Who have demonstrated the requirements for

LEVEL 1 GREEN MARK

Approved on behalf of
Green Mark by:

David Price
David Price
Chief Executive Officer

Valid until
11th February 2026

www.greenmark.co.uk
Environmental Accreditation Scheme
Certified by Carbon Architecture Limited

Issued: 11/02/2025
Certificate Number: 21589

Reporting Practices

Entities included in the Sustainable Development Report

Cognito Hair is the only entity in the Sustainability Report

Define Report Content and Subject Boundaries

In this Report, we have emphasised our passion and commitment to transforming our business to ensure that our service is safe and sustainable. We have responded to the pressing issues faced by hair salons, including the dispose of waste, energy consumption, and the packaging of retail products and chemicals used in the hair care products. This Report is prepared according to the reporting principles of accuracy, organisation, summarisation, and relevance

List of Material Topics

We reported two environmental material topics: Water and effluents & Waste.

Information Restatement

There are no restatements.

Report period

1 January 2024 to 31 March 2025.

Reporting cycle

Annually.

Statement of use

Cognito Hair has reported in accordance with the GRI Standards for the reporting period 1 January 2024 to 31 March 2025.

External assurance

The contents of the Report have not been externally assured

Acknowledgements



We extend our special appreciation to Dr Pingli Li, Professor Ven Tauringana and Dr Renata Konadu of the University of Southampton Business School (UK) for providing the technical expertise in preparing this Report.

GRI Content Index

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General Information

Company Name	: Hair (West London) Ltd
Trade Name	: Cognito Hair
Company Registration Number	: 09434224
Business Type	: Hairdressing

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