

Earth Day - Honoring our planet and reminding us to handle it with care.

April 1, 2022

For the last two years, our April blog theme has revolved around Earth Day. This year is no different and the reason is the importance of the topic. Earth Day 2022 is celebrated on April 22nd. This holiday was created not just as a day to celebrate the world we live in but as a means to bring awareness to as many people as possible as to what was happening to our environment and the planet because of pollution; pollution that at that time was a result of almost no laws or regulations concerning industry and manufacturing. History shows us that when enough people get involved in a movement, change happens. The over twenty million who marched on the first Earth Day in 1970 are credited with influencing the formation of the EPA.

Bringing consciousness and awareness to critical issues such as pollution is an important step to change. The next step after education is action. One of the most effective influences to bring about change to industries is made by the consumer with their purchase power. Demand directly affects supply. When we buy products that are Earth friendly and utilize services that have Green in mind, we signal to the manufacturers that this needs to be a priority.

Body Mind Spirit is very pleased that our patrons support the effort that we make to do our part for the planet. This April, we are celebrating our third year as a Green Circle Salon. Being a Green Circle Salon means that we sort, store and then ship our beauty product waste to the Green Circle Organization. They take care of all the next steps in the process of reclaiming this industry's waste production. Third party audits ensure that 100% of what is sent to them is recycled. This validation is crucial to have as they receive over a million pounds of beauty waste from the 16,000 member salons of North America. That means that more than one million pounds of "garbage" is not going to the landfills and waterways every year.

Covid 19 has impacted so many aspects of life including the use of essential PPEs necessary for functioning in a pandemic. Thankfully, Green Circle Salons responded to the significant increase in waste by including the recovery of PPEs in their program. If that is not enough to impress, then their partnership with Virginia Tech will. Together they have worked to create a NEW bio-composite plastic made from hair and recycled plastics. They are using this material to (appropriately) make recycling bins. The test bins are currently being created and will be going into full production soon.

It is wonderful if you have the energy and time to get involved in projects or events for Earth Day. If you don't, know that even simple choices you make can still have an impact. Choices like choosing a salon that cares about their patrons' well-being.

Whether that well-being is their personal health (by offering high quality products that are as non-toxic, natural or organic as possible) or overall environmental health as we do our part to recycle. Thank you and Happy Earth Day!

"There's a way to do it better - find it." - Thomas Edison

"The environment and the economy are really both two sides of the same coin. If we cannot sustain the environment, we cannot sustain ourselves." - Wangari Maathai

"Our goal is not just an environment of clean air and water and scenic beauty. The objective is an environment of decency, quality and mutual respect for all other human beings and all other living creatures." - Gaylord Nelson Earth Day founder

"Preserve and cherish the pale blue dot, the only home we've ever known." - Carl Sagan

"There are no passengers on the Spaceship Earth. We are all crew." - Marshall McLuhan