



SALONS & BEAUTY CLINICS

Water Resilience Guide



For salon owners water resilience is about Cutting Bills & Building Reputation

Welcome to your guide on Water Resilience for Salons & Beauty Clinics. From hair washing and treatments to laundry and cleaning, salons are consistent water users. High use, rising costs, and growing customer awareness of sustainability make water resilience vital. This guide shows how to reduce waste, save money, and strengthen your brand.





Why Water Matters to Salons, Right Now:

- **High Bills:** Multiple sinks, basins and treatments drive usage.
- **Hidden Waste:** Dripping taps and hoses waste thousands annually.
- **Customer Perception:** Eco-conscious clients choose sustainable salons.
- **Resilience:** Outages or restrictions can disrupt bookings.

Salons can't avoid water use, but better management reduces bills and boosts reputation with environmentally-aware clients.

Your Water Footprint: Where It Goes & Why It Matters

- **Hair Washing & Treatments (40–50%):** Basins and backwash stations.
- **Laundry (20–30%):** Towels, gowns, uniforms.
- **Cleaning (10–15%):** Floors, tools, and daily hygiene.
- **Specialist Treatments (5–10%):** Facials, steamers, spa chairs.
- **General Facilities (5–10%):** Toilets, kitchens, staff use.

Knowing the split between customer-facing and back-office water use helps target the right interventions.

Quick Wins: Immediate Savings, Minimal Effort

- **Low-Flow Taps & Showers:** Fit aerators and restrictors at wash basins. Salons are social environments and it is easy to lose track of the time spent using water.
- **Full Loads in Laundry:** Avoid half-load washes, plan and work out requirements for bookings ahead of time.
- **Towel Policies:** Use microfibre rather than towels or reduce overuse. They reduce space due to higher absorption and lead to less loads of washing.
- **Leak Checks:** Regularly inspect taps, hoses and sinks that could be wasting water.
- **Staff Briefings:** Reinforce efficient washing practices. Try setting timers visible to staff only for quick maintenance washes, avoiding unnecessary water use.

Quick wins cut bills with minimal disruption and pay back immediately.



Smart Investments: Future-Proofing for Long-Term Value

- **Efficient Backwash Chairs:** Modern basins use up to 60% less water. Upgrade redundant equipment.
- **Efficient Washing Machines & Dryers:** Cut laundry costs by ensuring both energy and water efficiency in your laundry kit.
- **Rainwater Harvesting (where feasible):** Non-potable uses like rinse of chemicals from hair bleaching.
- **Smart Metering:** Track unusual spikes in use. Recognise patterns of wastage so you know where to target reductions.

Investment in efficient kit boosts client comfort and builds long-term brand advantage.

Your Hidden Drain

- **Basins Left Running:** Staff multitasking with taps on can lead to big compound wastage.
- **Over-Laundering Towels:** More cycles than necessary when modern cleaning uses less heat and less water.
- **Dripping Fixtures:** Small leaks add up. Keep everything maintained and hygienic.
- **Treatment Equipment:** Poorly maintained steamers and spa chairs lead to longer process time and more waste.

Unnoticed habits and equipment faults quietly waste thousands of litres each year.

Engage Staff & Clients

- **Staff Training:** Embed water-efficient practice in daily routines. Water is used by staff and therefore saved by staff too.
- **Client Communication:** Share your water savings story as part of your brand. Showcase the little and the big wins.
- **Recognition:** Reward staff for identifying savings and being more efficient.
- **Green Marketing:** Promote water efficiency as part of eco credentials.

In a customer-facing industry, engagement is not just about savings it also enhances your reputation and wins new clients.

Be Prepared: Manage Water Supply Risk

- **Contingency Planning:** Know what services can continue if water is disrupted.
- **Insurance & Compliance:** Ensure you meet hygiene standards in drought or supply interruptions.
- **Supplier Partnerships:** Work with landlords and utility providers on resilience.

Salons rely on uninterrupted water supply so being prepared protects bookings, income and customer trust.

Next Steps: Your Action Plan

- **Baseline:** Measure water use per client visit. Find out which treatments are the most water heavy.
- **Walkthrough:** Identify process waste. Does it come most from basins, laundry and or cleaning.
- **Prioritise:** Start with leaks and quick fixes.
- **Invest:** Plan upgrades to efficient basins and machines for beauty treatments.
- **Communicate:** Market your progress to clients.

Turning water management into a structured action plan drives savings, reduces risk, and strengthens brand loyalty.

Need Support? Let's Talk

We help salons and beauty clinics reduce costs, protect resources, and showcase sustainability to their clients.

Email :
Sustainability@pe.solutions