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HEADLINES-THE WASHINGTON PARK SALON In January 2013, Headlines became the first salon in Denver to be recognized as a Certified Green Business. Sustainability has always been a core value of Headlines and for more than 9 years, they have participated in Aveda’s annual Earth Month campaign. This is an international effort with all Colorado salons partnering with local non-profits to encourage sustainable practices. Headlines has also introduced a plastic cap recycling program to two elementary schools in their neighborhood in an effort to educate children about sustainability at a young age. When it comes to a successful triple bottom line business, Headlines has shown that an engaged business owner can truly achieve success in their business, the community and the environment.

TRANSPORTATION

- Adopted an anti-idling vehicle policy
- Encourage employees to use RTD, bike, or walk

RESOURCE MANAGEMENT

- Purchase 100% recycled content paper with at least 30% post consumer content
- Recycle all cardboard, mixed paper and co-mingled containers
- Implement an environmentally preferred purchasing system where possible
- Currently diverting 90% of their waste through recycling
- Send used toner cartridges to Office Max for recycling or refilling
- Set printer and copier defaults to double sided
- Select products shipped in less packaging
- Conduct an on-going training program for staff and customers about product packaging recycling
- Utilize Aveda’s drop box for spent product containers with pre-paid shipping back to Aveda
- Initiated cap recycling program with 3 local schools to collect unrecyclable bottle caps to be sent back to Aveda for new recycling efforts

WATER CONSERVATION

- Installed low-flow aerators or control valves in faucets
- Use retrofit toilets with 1.3 gallons per flush, saving them approximately 15,000 gallons of water per year
- Educate employees to reduce water usage
- “Earth Month” partner- currently supporting Western Resource Advocates for front range water infrastructure improvements

ENERGY EFFICIENCY

- Installed 36 LEDs
- Installed programmable thermostats
- Implement regularly scheduled PM on HVAC equipment
- Use automatic power-down computer programs and “smart” power strips

BUSINESS MANAGEMENT

- Educate stakeholders about restaurant’s practices and certification process
- Verify compliance with all applicable environmental regulations