

Safer Salons Partnership Pilot

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Agenda

- Background
- Pre - pilot
- Stylists & Barbers
- Survey results & feedback
- Key takeaways
- Next steps





Background

- The Toxics-Free Cosmetics Act (TFCA), RCW 70A.560, was signed into law in May 2023
 - Directs ECY to develop an incentive program that supports independent cosmetologists and small cosmetology businesses in efforts to transition to safer cosmetic products.

Pre-pilot

- Meetings with product distributors
- Meetings with Cosmetologists of Washington United
- Hair stylist workgroup in 2024
- Development of "Levels" for eligible safer products
- Community-Based Social Marketing (CBSM)



Workgroup findings

Original messaging:

TFCA makes cosmetics safer. This program can help you with the costs of switching to safer products.

- TFCA restrictions limit hair straightener availability in WA. No eligible hair straighteners available yet.
- Expectation that this initiative will replace restricted products.
- Stylists offer the services their clients ask for.
- Participants weren't enthusiastic about available eligible products and were skeptical about this initiative being a realistic solution.
- Health impacts were of high interest to workgroup participants.



Pilot structure

- Community Based Social Marketing (CBSM)
- Updated messaging:
 - Safer Salons Partnership
 - "Lead the way towards safer cosmetics"
- Reimburse for:
 - Eligible products
 - Complementary services for clients using eligible products
- 2 Levels
 - Level 1: Groundbreaker \$3k
 - Level 2: Gamechanger \$5k
- Groundbreaker can shop from Gamechanger
- Includes promotional and educational materials
- 6-month duration
- In-person orientation
- Regular check-ins from ECY (email, text, phone)
- Not product "replacement"



Eligible products (pilot)

Groundbreaker (Tier 1): Up to \$3,000 reimbursement



The Non-Toxic Black Beauty Project

Use this link to shop for hair products in the [Non-Toxic Black Beauty database](#).⁹ Use the purple search bar to filter for categories like hair care or specific product types like hair spray or styling gel.



Equity Wellness Co

This is a new product recognition program, and the available hair product is ["Root Changer"](#).¹⁰ Other hair products will become eligible as EWC updates the website.



Clean at Sephora

Use this link to shop for [Clean at Sephora](#)¹¹ hair products.

- You can filter hair products and more on the left side of the screen.
- Not all Sephora products are eligible. Make sure the product has the green "Clean at Sephora" logo before purchasing.

Gamechanger (Tier 2): Up to \$5,000 reimbursement



Cradle-to-Cradle

Use this link to shop for [Cradle-to-Cradle certified hair products](#).¹²

- You can filter "Health & Beauty" products in the Silver, Gold, or Platinum levels using the "Category and Achievement" filter on the left side of the screen.
- Click the brand you are interested in and get a downloadable list of certified products.



EWG Verified

Use this link to shop for [EWG Verified](#)¹³ hair products. You can filter "hair care" to specific product types or brands using the categories on the left side of the page.



Made Safe

Use this link to shop for [Made Safe certified](#)¹⁴ hair products. You can filter by "hair care" and then "product type" using the page's filter search bar.

Promotion

- Table tents
- Window decals
- Mirror decals
- Social media kit
- Conversation guide
- TFCA educational materials
- Safer Salons webpage





Pilot Participants - recruitment

Workgroup participants

- The Mane Team Salon – Raeana (Auburn)
- Just Inspired – Jia (Seattle)
- Life's Salon – Aisha (Seattle)

Outreach & word of mouth

- Olympia Barber School – Maria (Olympia)
- V Cuts Barber Lounge – Tristan (Lacey)

Stylists

The Mane Team Salon – Raeana

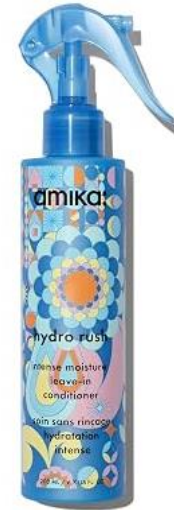
- President of COWU
- Jan-March:
 - Expected the project to provide a hair straightening replacement to adjust to new TFCA restrictions
 - Expressed frustration about spending \$1000 to find her own compliant straightening product
- April-June:
 - Samples for clients in goodie bags
 - Requested SSP logo to share
 - \$5k reimbursed for C2C products



Stylists

Life's Salon – Aisha

- Reign of Style producer
- Level 1 participant
- Found eligible Amika products from “Clean at Sephora” and purchased them at Salon Centric
 - Salon Centric has a Level 1 professional brand
- 17 complementary services
- Asked what other participants have purchased so she can try them.



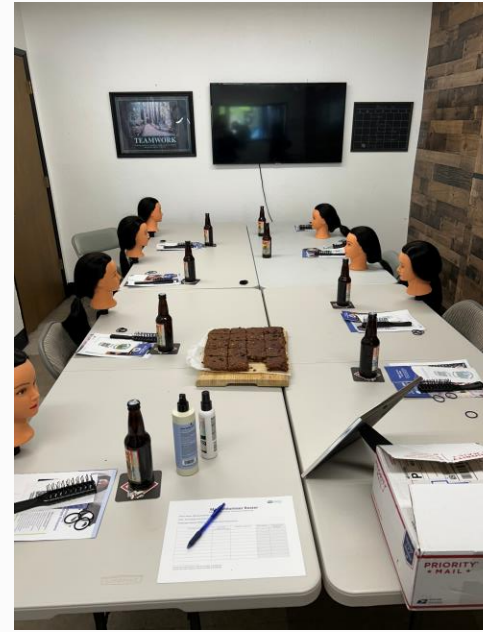
Barbers

Olympia Barber School - Maria

- April “Braids & Beers” event
- Boutique business – brands and price point of eligible products (Redken)
- May event
 - Redken products
 - 62 services, \$100 each, 10 clients per student
 - Volunteered student time beyond their budget
 - Students practiced talking with clients about safer products
 - Created worksheet on surfactants
 - Community vibe, students learned value of "word of mouth"

V Cuts Barber Lounge - Tristan

- Helped Maria with technology and paperwork
- Master barber students at “Braids & Beers” event
 - Students were engaged and interested in the topic
 - Valued the “niche” of safer products and marketing approach



Barbers cont.



Stylist feedback

Just Inspired – Jia

- Finding products and getting reimbursed is overly time consuming and a major barrier.
- Products she is most interested in are not available (hair dyes and straighteners).
- Perceives this initiative as a way to replace restricted products.
- Products are more expensive
- Distrust of certifications
- Ended her pilot participation

ECY takeaways

- Negative feedback helps us refine
- Similar to work group feedback
 - Pilot was designed in response to this perspective - \$\$, time, trust and positioning
- Limitations on eligible products means its not the right fit for everyone
 - Be upfront about the time investment required for finding eligible products that meet their needs
 - Clarity on what is and isn't available (for now)



Survey highlights

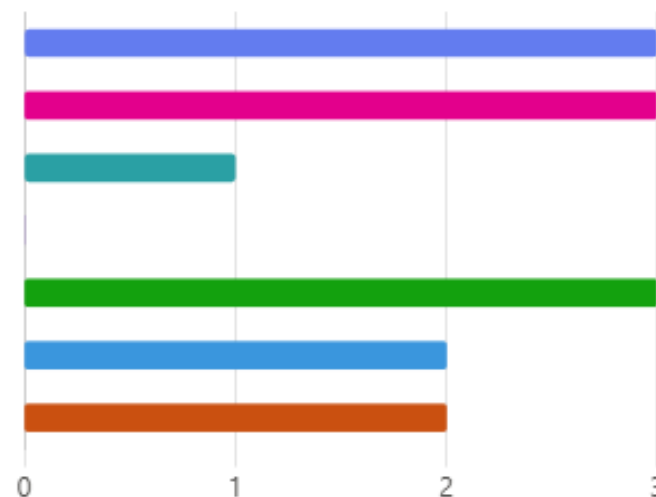
Limitations

- We can look at patterns to inform the project design. We can't make inferences from the results because there are only 4 respondents (we'd need ~30-40 responses to attempt that).
- 4/5 participants completed the pilot. The 5th participant was unhappy and dropped out of the pilot – if we had her pre-and post-responses, they would probably skew the pattern.

11. What goals did participating in the Safer Salons Partnership help you achieve? (check all that apply)

[More details](#)

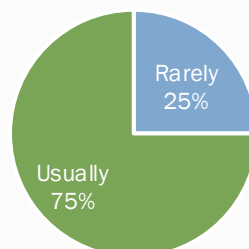
● Save money on safer cosmetics	3
● Learn more about toxics in cosmetics and safer alternatives	3
● Build your brand around safer cosmetics	1
● Expand your client base	0
● Protect your health	3
● Lead change in your industry	2
● Other	2



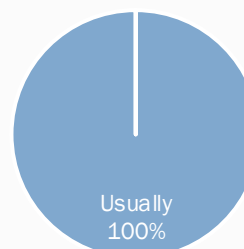
"Other":

- "I enjoyed the chance to help make the program better for the future."
- "Educate the students to reach the client base"

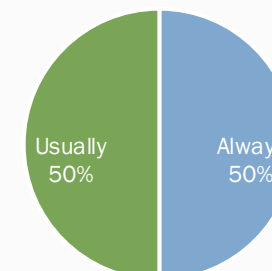
Q14 Moving forward, how often do you think you will ask your suppliers or distributors for certified safer cosmetics?



Q16 Moving forward, how often do you think you will purchase certified safer cosmetics?

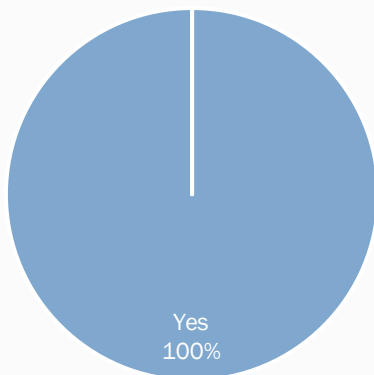


Q15 Moving forward, how often do you think you will recommend certified safer cosmetics to clients?

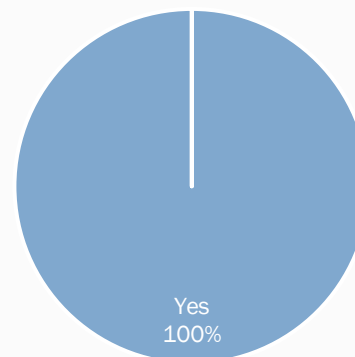


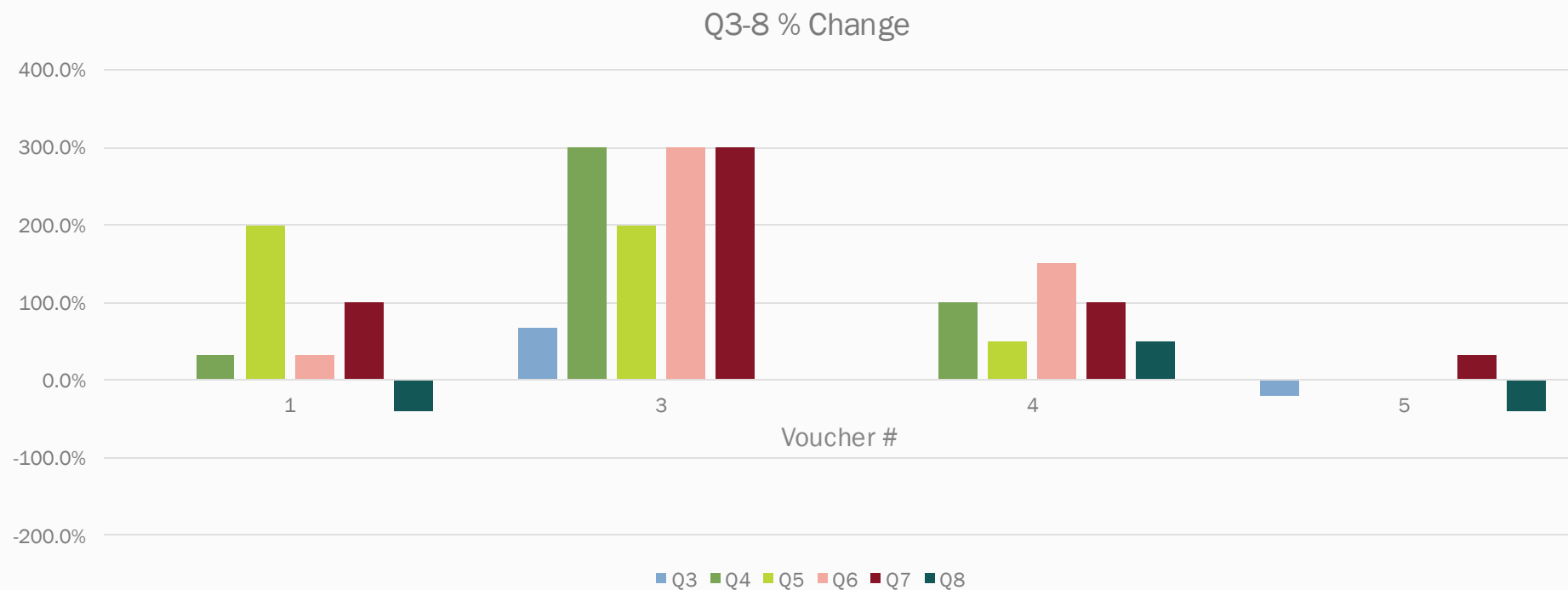
Always, Usually, Sometimes, Rarely, Never

Would you recommend the Safer Salons
Partnership to other cosmetologists?



Would you participate in a collaborative
government program or initiative like this
again?





Q3: While you participated in the program, how often did you talk about certified safer cosmetics products you use?

Q4: While you participated in the program, how often did your clients ask you about certified safer cosmetics?

Q5: While you participated in the program, how often did you ask your suppliers or distributors for certified safer cosmetics?

Q6: While you participated in the program, how often did you talk about toxic chemicals in cosmetic products with your clients?

Q7: While you participated in the program, how often did your clients talk about toxic chemicals in cosmetics with you?

Q8: While you participated in the program, how often did you talk about toxic chemicals in cosmetic products with your suppliers or distributors?

Feedback highlights

"The only unsafe product we were using was Brazilian Blowout. We have enjoyed the opportunity to try Redken and will continue using it. The product switch and the safer salons signs helped us to initiate conversation about safer cosmetics. The financial support to bring in a new brand made all the difference for us. "

"We love your care and concern"

"I truly appreciate this opportunity and would love to see items like smoothing systems and color be added to the list."

"I think offering this list of clean products to everyone would be very helpful to get more stylists to try safer items. "

"I think Dept of Ecology should start working with our beauty supply distributors. They need to be where folks are going. As a hairstylist, I'm not going to Sephora to buy products, or other online places, maybe other personal service/cosmetic providers are there. You want to be where the people go. I also think that you should go into the schools and talk to up-and-coming providers about things. Get them at the start of their career."

Key takeaways



Successes

- Professional products in both Levels.
- Service reimbursement, marketing and education focus were well received.
- Participants who were not enthusiastic about product options in the beginning ended up engaging with the materials beyond expectation – hosting events, goody bags, student services etc.
- All submitted post surveys indicate that participants would purchase safer cosmetics again and recommend SSP to another barber or stylist.

Lessons Learned

- Shopping within the certification structure is challenging and time consuming
- Need to be clear on intent of project (i.e. not replacement for restricted products)
- Professional products are a necessity and we have limited availability.
- Brand loyalty and preference is a major challenge for this project.

Opportunities

- Opportunity to have impactful relationships with schools and students.
- Engage with businesses who might not otherwise be interested in ECY's work.

Next up

- Update materials and determine structure based on pilot feedback and priorities
- Estimated statewide launch in spring 2027
- Explore opportunity to work with cosmetology schools





DEPARTMENT OF
ECOLOGY
State of Washington

Thank you

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