



Welcome, As this is a time of harvest and reflection we thought it a perfect opportunity to highlight how important it is to us to run an environmentally friendly and ecologically responsible business.

At pHd we're not just absolutely passionate about organic hair and beauty but also about promoting an organic lifestyle. One which we firmly believe not only has huge health benefits but is also kind to the environment.

Here we explore what we mean by 'organic' and why it's worth every penny. We also explain how we maintain our organic and eco-friendly status and look at some of the organic beauty innovations...and if you fancy a walk in the woods over the next few months, we have a few foraging tips for you too!

Eco-Friendly by design

From day one we've taken a proactive interest in eco-friendly hairdressing and beauty. We pride ourselves on achieving organic excellence in all our treatments and are so visibly passionate about 'being green' that it's something our clients often comment on!

We have gone to great lengths to be environmentally friendly in all aspects. The initial renovations of the salon were carried out with our ethos firmly in mind. We used non-toxic paint for the interior, reclaimed timber for our back wash and we built in separate bins for recycling, hair and general waste.

We believe that it's not just the big things that make a difference. Wherever possible we try to source locally, supporting local businesses who share our vision. We also serve organic refreshments, such as tea, coffee and herbal teas, purchased from local organic and natural foods business, Greenlink, and use only organic milk and sugar. All of our cleaning products and toilet rolls are eco-friendly and recyclable too!



Why organic?



We want to spread the word about organic hair and beauty, because we believe in it.

When we say organic skin care we refer to products made from plant derived or naturally occurring ingredients, such as minerals. We've all heard the saying 'you are what you eat' well, we believe that our skin and hair reflect the products we apply to them.

Why slather your skin with harsh chemicals, well known for their harmful effects? In applying layer, upon layer of non-organic

products you are absorbing these damaging substances. A scary prospect given that we have such a shockingly low appreciation of the long term damage they might be doing to us.

We want to bring organic treatments to you so that you can experience the natural goodness of these amazing, eco-friendly, cruelty free, hair and beauty products. Some of our products are vegan friendly too, please do ask in the salon if you would like more information on these products.



cruelty free

Wholesome Hair

We've put as much thought and care into choosing the products used during your treatments as we have with the design of the salon. We constantly strive to make sure we have the most environmentally certified products and colour range on the market.

Our suppliers are breaking new ground in organics, for example, Fuente recently developed Tierra Colororganic, an amazing gel-based colour infused with mint and eucalyptus and Colororganic Mud, a cream-based colour made with Moroccan lava clay mud. The result is an amazing PPD free colour that not only covers 100% of grey but also remains in the hair for longer than other organic colours. They call it '*the most innovative colouring launched in recent years*' and we agree!



Fuente produce a whole range of hair products perfect for caring for your hair, and especially for extending your colour even longer. We also use John Masters products, made with 70-100% certified organic content.

Book in for a consultation with one of our hair stylists about how our organic products can help improve the condition of your hair without harming the planet!

Eat Seasonably Foraging



There's something magical about donning a pair of good walking shoes and raincoat and heading out for an afternoon of foraging on a sunny autumn day.

It's an excellent way to get a little bit of exercise and explore the countryside whilst stocking up your larder for winter.

Be sure to abide by the countryside code, remembering to shut gates and leave some fruits on the trees and hedgerows for the local wildlife!

Blackberries are a ever popular and can be found from the end of August in almost any hedgerow. But don't forget sloes and rosehips, almost as common, but far less popular with foraging families, so you might have more luck finding them! Dark, red-black elderberries are great in sweet pies, crumbles, chutneys and cordial.

In early October sweet chestnut trees drop spiky green orbs in which you can find two or three sweet chestnuts. When they are ripe they are a rich, shiny brown. They're easy to distinguish from conkers (horse chestnuts) as they have a little tuft on the top of each chestnut, where conkers are smooth at both ends.

For more information, visit <http://www.wildfooduk.com/> or <http://www.eatweeds.co.uk/>

Beautifully Organic



Finding the perfect organic beauty products and cosmetics need not be a challenging experience as there are some amazing brands available.

We adore that the delightful products used in our salon come from Herbfarmacy, who grow their ingredients in the rolling fields of Herefordshire and internationally acclaimed John Masters, at the cutting edge of organic beauty. Between them, these organisations offer something for every skin type and requirement.

Why not book a consultation with our beauty therapist, Jadee to discuss which products are most suited to your skin type and concerns?

Or you could book yourself in for one of Pure Beauty's Organic Express Facials. A great way to treat yourself and experience the skincare products we use within the salon and appreciate how amazing they smell and feel on the skin.

Web: www.purehairdesignmalvern.co.uk

Email: queries@purehairdesignmalvern.co.uk Tel: 01684 899044

Designed and Created by CreativeTendency.co.uk