

Putting the care into haircare



A good hair day at what cost?

“Plastic doesn’t walk itself into the oceans and rivers; we, people, do it.”

Joel Tasche
CleanHub founder

This is a question more and more consumers are starting to ask themselves as they take a closer look at the beautifying lotions and potions in their bathrooms. The beauty industry is a known offender for plastic waste, producing 120 billion bits of packaging every year. Haircare owns a sizable chunk of that problem: millions of bottles, caps, jars and sachets of shampoos, serums and conditioners sit on our shelves, often difficult to empty, binned, and replaced every few weeks.

And because the majority of these packaging elements are still made with hard-to-recycle materials, they go to landfill – and from there eventually end up in our oceans where they create plastic tides and cause irreparable damage to the ecosystem.

British haircare brand Noughty is a firm believer that a good hair day should not cost the earth. They joined forces with CleanHub to minimize their plastic footprint. In this case study, we look at the steps they’ve taken to become plastic-neutral, and how they’ve built a loyal following among their customer base.

“Plastic doesn’t walk itself into the oceans and rivers; people do it” says CleanHub founder Joel Tasche. “Through poor management or lack of accessible and affordable alternatives. But it is possible to make plastic a sustainable material by dealing with waste properly. By supporting us, Noughty is making a real difference.”

Noughty but nice

Noughty is a British-born natural, vegan, and cruelty-free brand. Their pretty pink and lilac hair care range is free of sulphates, silicones, parabens, and petrochemicals.

Every product carries the brand tagline '97% natural', referring to their formulation ethos: making sure at least 97% of the ingredients in every bottle are plant-based. The remaining fraction of ingredients are synthetics designed to preserve the naturals.



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Rodney@cleanhub.io

Noughty: A CleanHub Supporter Story

Noughty's co-founders Rachel Parsonage and Lorna Mitchell met at school. After long careers as beauty experts with big, established brands, they decided to follow a vision of their own and in 2016, Noughty was born. Since then, their mission and formulas have won them love from both fans and critics – including 40 hair care awards (including the winner of Marie Claire's Best Ethical Hair Initiative 2022 for their partnership with CleanHub).

Sustainability sits at the core of Noughty's growth strategy. Rachel and Lorna strongly believe in intentional innovation and focus on fast-tracking initiatives that promote the wellbeing of 'people, paws, and the planet'. After taking key measures in their own supply chain they invested in the global fight against plastic pollution with CleanHub.



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The Challenge

Globally, around 91% of plastic is not recycled. It's often just dumped or sent to landfill, where it can take up to 1,000 years to decompose. Every year, 11 million tonnes of that plastic ends up in streams, rivers – and ultimately our oceans.

This is where it damages habitats and wildlife – and, via the food chain, micro-plastic gets into our bodies, even finding its way into the human placenta.

Many brands are taking action by opting for plastic-free packaging or biodegradable materials. But it's not yet possible to replace all the plastic in the typical beauty supply chain. The problem isn't going away anytime soon so for the time being companies like Noughty rely on plastic to meet demand.



You have to think outside your own means – and that’s when we discovered CleanHub.

Rachel Parsonage

From the start, Noughty’s founders Rachel and Lorna knew this, and set out to tackle those areas they could control. In 2020, they made significant moves forward in reducing their plastic footprint in their formulations and packaging:

1

They ditched plastic tubes, bottles, and jars by moving to PCR plastic (Post-Consumer Recycled)

2

They moved to packaging from bioplastic sugarcane. The production of bioplastic sugar cane removes CO2 from the air (3.09kg per kg in fact).

3

They introduced maxi sizes of their community’s favourite products to reduce repurchasing.

Moving beyond these efforts in-house was a hurdle. Rachel Parsonage describes the specific sustainability challenges for smaller or mid-scale brands: “We kept asking ourselves ‘are we doing enough?’ It’s a struggle to match the impact some of the larger corporates are making. We realised there’s only as much we could manage by ourselves. You have to think outside your own means - and that’s when we discovered CleanHub.”

The Solution



CleanHub have identified the world's worst problem areas for ocean-bound plastic pollution – such as the coastal areas of India and Indonesia. They work with local partners to collect it before it reaches the ocean, taking the plastic waste from businesses and households, sorting it into different categories (recyclable and non-recyclable) before taking it for safe processing. This is how CleanHub have already stopped more than 1400 tonnes of plastic reaching the ocean since 2020.

CleanHub relies on a community of business supporters like Noughty, helping them match their level of support to their own plastic footprint i.e., for every kilo of plastic a business uses they can fund CleanHub to recover a kilo of ocean-bound plastic from the pollution danger spots.

To get started, CleanHub helped Noughty calculate the plastic footprint in their manufacturing process. They then chose how much plastic recovery they would support Cleanhub to carry out – a simple financial commitment that effectively neutralises their plastic footprint. By recovering the exact weight of their plastic footprint, brands can claim their products to be plastic neutral.

Noughty: A CleanHub Supporter Story

So that's how, from 2021 on, Noughty committed to cleaning up 40,077kg of plastic waste in high-impact regions in Kerala, India. For every product sold, they supported CleanHub in removing the equivalent amount of plastic from the environment and disposing of it safely. In 2022 Noughty has committed to the recovery of an additional 46,500kg by the end of the year.



You can follow their progress on plastic collection on their live impact report: noughty.cleanhub.com

Partnering up with CleanHub, Noughty took a serious step towards plastic neutrality that they would not have been able to make on their own. When removing plastic from a supply chain isn't entirely possible, plastic neutrality is a great pragmatic start for a business to kick-start their sustainability journey.

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How it works

Thanks to the smart tracking technology CleanHub have developed, supporter brands can prove their commitment to sustainability – and avoid accusations of greenwashing.

Here's how it works in a nutshell:

- 1** CleanHub's local collection partners use special purpose-built track and trace technology to record waste volumes – from collection all the way to disposal.
- 2** Noughty, like all CleanHub supporters, has access to a real-time dashboard and tracker to see – to the nearest kilo – how much plastic they're helping collect.
- 3** CleanHub also give Noughty a widget to use on their website or social media channels to share live progress towards plastic neutrality.
- 4** Noughty also get the CleanHub Trust Mark, which acts as a certification badge demonstrating their commitment.

This set of communications tools is invaluable for brands who are keen to involve their community in a long-term approach to sustainability.

Noughty: A CleanHub Supporter Story

Noughty have used them particularly creatively to fuel sustainability conversations across their customer channels. They use #cheekychats Instagram stories and polls to engage followers. On #noughtygreenfridays they deliver light-hearted educational content about recycling habits that build the community's knowledge and sensitivity to current issues.

To celebrate the one-year milestone in their support of CleanHub, Noughty launched a limited edition of To The Rescue Intense Moisture Treatment with a special design of tropical coconut scent. For each purchase, a percentage of the sales is going towards a beach clean-up in the Andaman Islands. Such clean-ups often generate up to 5 tonnes of plastic waste and cultivate awareness about local waste management issues.



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Noughty: A CleanHub Supporter Story

Rachel explains: "There's a certain amount of education you have to give customers in this area. It's not a quick fix. Long-term metrics and goals are something that we're putting in place now and striving towards with CleanHub. Consumers want quality products that are kind to the planet, and they want them immediately; we understand that. But we also understand that we need to not only set sustainable goals but also be able to maintain them."



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Results



Since kick-starting the collaboration in March 2021, environment-related content has become an integral part of Noughty's social media strategy. Customer awareness and engagement with Noughty's sustainable stance are growing:

- The brand has so far supported the removal of 51,702kg of ocean-bound plastic.
- Instagram posts get engagement 3.3% (well above the industry average of 0.5%)
- The total number of impressions for all CleanHub content sits at 100,000 – showing Noughty's community wants to see more of the positive impact they have on our oceans.
- Noughty has been featured in 10 different print and online publications, including Marie Claire.
- #noughtygreenfridays consistently get above 700 views, positive responses, and shared community ideas.
- Winner of Marie Claire's Best Ethical Hair Initiative 2022 for their partnership with CleanHub

Join the CleanHub community

We've already got hundreds of supporting brands by our side. As of June 2022, they have enabled the recovery of more than 1.5 million kg of plastic waste.

You know how hard it is to find a pair of jeans that fit well? It's like we're searching for a pair of jeans that fits well, and we found them, and we just slide into them every morning and we plan to for a long time!

Nicky

Holistic Hair, New Zealand

Passionate, committed, and knowledgeable. I trust CleanHub to offer an important solution for the crisis of plastic pollution. CleanHub was an obvious choice because they use the best recovery and tracking methods.

Iris Braun

Founder, Share

Crunchi is proud to be partnered with CleanHub to not only offset the minimal plastic we use, but to be plastic neutral+ by offsetting more that we use.

Melanie Petschke

Co-Founder, Crunchi

Plastic reduction is permanently top of mind for us as a business. When we saw that CleanHub effectively allowed for businesses to stop and responsibly dispose of ocean-bound plastic before it gets into the water, we jumped on the opportunity to support them.

David Brunier

Founder and CEO of Flash Coffee

I really want American Provenance to be known as the industry leader in terms of our efforts to mitigate our environmental damage. Young people buy based on their values, so hopefully, we can be aligned in terms of their values, our values, and how we want to create the world for the future.

Kyle LaFond

Founder, American Provenance

Ready to start your journey to plastic neutrality with us?

Consumers want to make greener choices but don't know how or where to start. They're looking for brands to help them be more sustainable in their daily lives. Plastic pollution isn't a perfect science yet, but it's a solid way to start your sustainability push – and we can help you all the way.

Get in touch with



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