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• ECO

The Power of **Energy** and how it Contributes to a **Greener Sustainable** Business

By Sara Bowtell

When I think about our industry, I always reflect on the energy and passion that each salon, clinic or spa contributes to the continued growth of our sector. The industry has come a very long way over the decades with training, technology and education constantly evolving and becoming extremely sophisticated.

Everything has become bigger and better than ever before, with high end clinic spaces offering fantastic results for clients, but as a clinic owner it can also be a double-edged sword. The cost of electricity and usage has sky-rocketed in recent years with small to medium size businesses reporting it as one of the highest and prohibitive costs to operating a business in 2025.

So, what are some of the things we can do to minimise our usage that doesn't break the bank and how can making changes affect how sustainable our business is? Examining how energy efficient your salon, clinic or spa is currently can assist with reducing your overall costs, lessening your carbon footprint and attracting eco-conscious clients.

You may wish to start with something as simple as looking at your clinic lighting as this can contribute quite significantly to operational costs. Are lights turned off when not in use? Why not take this a step further by upgrading to LED light bulbs that are 5-10 times more energy-efficient? LED bulbs last longer than halogen or incandescent light bulbs, reducing costs significantly and minimising the number of bulbs sent to landfill.



Are clinic devices and equipment powered down when not in use and turned off at the close of business? When purchasing a new device have you considered how it compares energy wise with other competitor's devices on the market? This also goes for clinic white goods such as your fridge and washing machine/dryer which can account for a notable proportion of costs. Do they have a star rating out of 6? The more stars mean they are more efficient and use less energy to run.

Another big guzzler of energy is of course our clinic air conditioning and heating system. Depending on your system, and where your clinic is located in Australia, for the best efficiency, set your air conditioning to 18-20°C for heating in Winter and 25-27°C for cooling in Summer. I'm sure we all have a staff member who loves cranking up the heating in Winter so it feels like a Scandinavian Sauna! For, each degree increase outside of these ranges increases clinic energy usage by 5-10%. Ensure regular maintenance of your system to optimise efficiency, and minimise unwanted air drafts in your clinic where possible.

All the above are low-cost options to reduce consumption, that don't require you to be taken off the clinic floor to implement. However, you may be motivated to investigate further options to lessen your carbon footprint. This could be shopping around and checking that you are still getting the best deal from your current energy provider. If your premises and budget allow investigate the possibility of the installation of solar energy or a battery? This was something I addressed in my clinic's sustainability journey back in 2020 and costs for installation have come down significantly since then along with Federal government uptake initiatives.

Let's harness the power of energy and passion we have as a community of beauty and aesthetic industry professionals to minimise the use of natural resources in our businesses. This creates a culture of social responsibility that can forge and attract new and exciting relationships with both clients and suppliers and contribute to a greener more sustainable business.

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