



## Overview

Nestled in the vibrant heart of Brighton, UK, Simon Webster Hair is more than just an award-winning salon; it's a beacon of sustainability in the hair and beauty industry.

They have built a reputation for their eco-friendly efforts, from recycling to energy efficiency, and sought to enhance their green initiatives through a partnership with SmartestEnergy Business.

For Simon Webster Hair, “Sustainability is not just a strategy — it is a way of life.”

*Simon Webster Hair*  
style - music - fashion

## Success Story

### Simon Webster Hair: Leading the Way in Sustainable Beauty



## Client Background

Location: Brighton, UK  
Industry: Hair & Beauty  
Established: 5 years  
Business Size: Small

[SimonWebsterHair.com](https://www.SimonWebsterHair.com)

## The Opportunity

Already having made impressive strides in sustainability through waste recycling and using energy-efficient equipment, Simon Webster Hair were keen to take their commitment to the next level by finding new ways to further reduce their carbon footprint.

As energy consumption is a major aspect of any business's environmental impact, they identified the need for an energy source that aligned with their green ethos while also providing stable and predictable costs.



"Start with small steps and choose partners who share your values. Every action, no matter how small, contributes to a bigger impact."

## The Solution

Simon Webster Hair partnered with SmartestEnergy Business opting for a 100% renewable energy plan. The seamless switch to green energy provided a practical solution to their need for stable energy costs.

This decision demonstrated their dedication to making environmentally friendly choices at every level of their operations, reinforcing their position as a sustainability leader in the industry.

"Our clients and team have embraced our sustainability efforts wholeheartedly. It's rewarding to see the positive impact of our choices."

## The Outcome

Since adopting the 100% renewable energy plan, Simon Webster Hair has significantly reduced their energy costs and carbon footprint, supporting their mission to minimise their environmental impact.

This commitment has not only strengthened their brand reputation but also deepened their relationship with eco-conscious clients and the local community. By leading by example, the salon is contributing to a global movement towards a greener future.



Our SmartFix Renewable product helps reduce costs, enhance your brand, ensure energy security, and meet environmental goals. Verified by The Carbon Trust, it guarantees 100% clean energy and we plant 10 trees for every customer. Speak to our helpful experts to start your renewable journey today.



01903 259976  
[smartestenergybusiness.com](https://www.smartestenergybusiness.com)



**smartestenergy**  
Business