

The Project Leaders



Since its inception, Vancouver area's The Megahair Family has nurtured a strong belief in "giving back"—not only to the community in which they live and work, but also to the environment. The "MegaBuck" recycling program was introduced in 1997 and came about due to guests and company concerns regarding the amount of packaging in the beauty industry that was being discarded on a regular basis. For the past nine years The Megahair Family has been encouraging guests to bring back their empty grooming-related containers regardless of where they were purchased. They accept all containers from their own locations, a competing salon, drugstore

or grocery and recycle them through the proper means. Guests are rewarded for being environmentally conscious with a MegaBuck coupon useable towards the purchase of new salon products. This past year, The Megahair Family recycled 57,000 containers, weighing approximately 10 thousand pounds and since the start of this program, they have recycled close to half-a-million containers, which translates to approximately 70,000 pounds of plastic and glass. "This program, although costly, is important as it helps to save the environment, allows us all to breathe a little easier and spread The Megahair Family philosophy of business from the heart," says Mark Banicevic, president. ►