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GIFT A STORY

Go green with these local brands

Apr 22 marks Earth Day, but for these businesses, being sustainable is an everyday affair.

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The Powder Shampoo

thepowdershampoo.com



For the last 4 years, Lynn Tan has been making sustainable choices when it comes to daily necessities. She's switched to using reusable cotton pads, laundry strips and effervescent hand washes, and always brings along her own shopping bags when buying groceries.

On the supermarket shelves, there was one item that bothered her a lot: shampoo.

"Almost all are packed in single-use plastic and are non-refillable," says Tan.

"A lot of water is used to produce liquid shampoo. Clean water is scarce and should be kept for consumption versus for production."



Lynn Tan, founder of The Powder Shampoo.

PHOTO: THE POWDER SHAMPOO

So she decided to create The Powder Shampoo. Like its name implies, the shampoo comes in a powder form. To use, sprinkle some on the hand and then add water to lather, or add it to wet hair.

Tan says that because The Powder Shampoo is not diluted by water, a 100 gram bottle can give 100 washes.

The shampoos come in different formulas to suit various hair types. Tan says the biggest challenge starting the brand was finding the right shampoo formulas. But she had 20 years of experience selling botanical hair care to draw on to identify the right ingredients needed.

Since plastic bottles irk Tan, her shampoos are sold in recyclable aluminium bottles and refills come in paper pouches.

Tan also decided to sell her shampoos in 100 g sizes rather than smaller ones that are available from other brands.

"I did it knowing full well that my customers will enjoy more value for money and will also take a longer time to re-purchase," she says.

It might not make business sense, but Tan says she wants her customers to refrain from over-consuming.

In addition, Tan is also planting a tree for every bottle sold. Her goal is to plant 1,000,000 trees by 2030. She has also set her sights on expanding her product range, with the launch of powder hair conditioners and body wash in the near future.