

# Beauty Industry Unites to Tackle Climate Change with Launch of the Green Pledge

SAN DIEGO, CA, UNITED STATES, March 25, 2025 /EINPresswire.com/ -- This April, The Green Beauty Community Foundation and Green Spa Network (GSN Planet) proudly introduce the [Green Pledge](https://greenbeautycommunity.com/gbc-courses/) [https://greenbeautycommunity.com/gbc-courses/], an industry-wide movement calling upon beauty professionals to take real, measurable actions toward sustainability. Recognizing the urgency of climate-related impacts—from wildfires in California and Carolina, to flooding in Appalachia, and devastating tornadoes—the beauty industry is coming together, driven by a shared commitment to meaningful change.



Backed by industry leaders such as the Professional Beauty Association, Pivot Point International, Innersense Organic Beauty, Americas Beauty Show, Universal Companies, Green Circle Salons, Pact Collective, Sustain Beauty Co., and other dedicated partners, the Green Pledge is a powerful call to action designed to inspire stylists, salons, and brands to implement practical, impactful sustainability practices.

Daniel Johnson, Founder and Executive Director of The Green Beauty Community Foundation, states, "Taking the Green Pledge isn't about perfection; it's about progress. We believe that when beauty professionals collaborate, we create lasting change. Our collective efforts empower us to protect our planet, our industry, and our communities."

How Beauty Professionals Can Participate:

- \* Watch a Short Educational Video: Learn about sustainability in beauty.
- \* Take the Green Pledge: Commit to five straightforward affirmations promoting greener

practices.

- \* Receive a Digital Certificate: Demonstrate your commitment to sustainability.
- \* Access the Marketing Toolkit: Gain exclusive tools like social media templates, press releases, and special discounts to communicate your sustainability journey effectively.

Celebrating Sustainability This Earth Month:

Throughout April, the Green Beauty Community is bringing the Green Pledge to life with a robust schedule of events:

- \* Earth Month Kickoff Call (March 24): Join a live community event to launch the Green Pledge.
- \* Live from America's Beauty Show: Capture live pledges and broadcast industry enthusiasm for sustainability.
- \* Webinar Featuring Shane Price (Green Circle Salons, April 7): Explore sustainability practices deeply embedded within the beauty industry.
- \* Green Spa Network Earth Month Webinar(April 24th): Gain insights from wellness and spa industry leaders.
- \* Community-Generated Content: Beauty professionals will share their sustainability commitments across social media.
- \* Exclusive Education for PBA Members: Free access to Sustainability 101 courses provided during April.

Image:

<https://www.globalnewslines.com/uploads/2025/03/3a70f71d22302fb2a84a50362124b1ec.jpg>

Join the Movement:

We invite brands to become sustainability leaders and play a pivotal role in this transformational initiative:

- \* Amplify the Green Pledge: Share through your channels to unite the industry.
- \* Sponsor the Initiative: Support the nonprofit effort to drive sustainable practices industry-wide.
- \* Contribute to the Green Pledge Toolkit: Provide exclusive discounts, resources, or educational materials.

Brands choosing to participate will receive significant recognition through extensive marketing efforts, gaining visibility among thousands of eco-conscious beauty professionals and consumers.

For more information on sponsorship and participation opportunities, or to request a detailed sponsor deck, please contact:

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Together, let's make sustainable beauty the new standard.

About The Green Beauty Community Foundation

The Green Beauty Community Foundation is a vibrant, inclusive 501(c)(3) nonprofit organization dedicated to connecting individuals and brands who share a passion for sustainable beauty. We strive to inspire, educate, and empower our members to make informed choices that celebrate beauty & wellness while respecting our planet.

Image:

<https://www.globalnewslines.com/uploads/2025/03/e3bfbe87b60f8074012106bd97ea5b4e.jpg>

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