NEWS RELEASE

PO Box 1664 • Conway, South Carolina 29528-1664
(843) 347-1651 • (843) 347-3653 (FAX)

To: PRESS/MEDIA

Date: August 25, 2026

From: Esther Murphy, Director
Director of Recycling & Corporate Affairs

Pages: 3

Release Date: **FOR IMMEDIATE RELEASE**

"SPOTLIGHT ON ENVIRONMENTAL AWARENESS"

The Solid Waste Authority's Spotlight on Environmental Awareness (S.E.A.) program recognizes agencies/businesses/companies that practice reducing, reusing, and recycling in their daily operations, promote the conservation of natural resources and/or utilizes sustainable business practices. Sustainable business practices are characterized by environmentally friendly practices initiated by a company for the purpose of becoming a more sustainable organization. These companies aim to reduce their environmental footprint through initiatives that cut down on waste, poor environmental stewardship and unethical environmental practices that offer a reduced level of sustainability within company practices. Sustainable business practices differ among industries and are often specific to the company type and the product or service it produces.

Baddhare Salon – Baddhare Salon is located at 4377 North Kings Hwy, Myrtle Beach, SC 29577. Baddhare Salon opened its doors in January 2017. Then In 2019, they opened Baddhare Clean Mission with the goal to offer the Myrtle Beach area cleaner beauty and lifestyle options. Fast forward to 2021, Baddhare Salon and Baddhare Clean Mission joined forces under one roof at their current location. What started out as a quaint little salon has evolved into the Baddhare Brand where diversity is celebrated and guests are empowered to customize their experience around their needs, values and hair goals. Baddhare stands behind transparency and offers the choice of clean beauty products and services to all guests, while prioritizing eco-conscious and sustainable business practices daily.

Baddhare is a certified sustainable salon through their partnership with Green Circle Salons, recovering and repurposing up to 95% of salon waste. Instead of sending foils, hair clippings, and chemical waste to landfills, a new life is given through ethical recycling programs. Foils become bike parts, hair color turns to clean energy, hair clippings into humanitarian efforts, and waste is reduced by 95%.

Furthering their green initiatives, Baddhare also implemented VISH software to track exactly how much color is used for each client, reducing waste and cutting costs. Additionally, they've adopted a portion of the beach to keep the shores clean and organize sweeps as part of their community efforts.

Environmental sustainability became such a driving force within the salon that it helped shape the culture, mission, and growth of the Baddhare brand. Through guest education, community outreach, waste reduction efforts, and a commitment to cleaner beauty, Baddhare has become recognized for its leadership in sustainable salon practices. Inspired by the impact of this work, Salon Manager and Wellness Educator Leslie Menich later launched Live on with Les Consulting, an extension of the wellness, clean beauty, and sustainability initiatives she continues to champion at Baddhare Salon. Through her consulting work, she helps individuals, beauty professionals, and businesses embrace wellness, clean living, and sustainability, further advancing the SWA's mission of "Protecting Tomorrow's Environment Today."



Photo Cutline: Leslie Menich, Baddhare Salon Wellness Educator | Salon Manager

---------- END ----------