



WE DON'T JUST LOVE HAIR, WE LOVE PEOPLE.



2022 Public Benefit Report





Dear Reader,

Ginger & Maude® is North America's first B Corp® salon. This means we work to create a positive impact on the triple bottom line: profit, people, and planet. We consider social and environmental results on the same level as financial results. Our business practices are reviewed and certified by a third-party organization. Ginger & Maude has been a Certified B Corporation® since 2015.

In addition, Ginger & Maude is a registered Benefit Corporation in the State of Oregon, which is in alignment with our B Corp business practices. As a Benefit Corporation, we have committed to creating transparency and sharing reports with our employees, our clients, and our community.

This report provides information about our public benefit performance for 2022.

KRISTA GRAY

VICEPRESIDENT

she/her

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About Us

Ginger & Maude® was founded in 2008 and became North America's first B Corp® salon brand in 2015. Our boutique salons offer hair services and products in a welcoming environment, with a focus on promoting and supporting inclusion and the well-being of our customers, employees, and community. We have four locations to serve our community in Portland, Oregon.

As both a Certified B Corporation® and a registered Benefit Corporation in the State of Oregon, we strive to be a successful model for better business and to inspire change in the salon industry. In 2022, we made positive impacts in three main areas:

- sustainability
- employees
- community



Certified



Corporation

Sustainability



**WE PROUDLY RECYCLE
& RECOVER UP TO
95%
OF OUR BEAUTY WASTE**

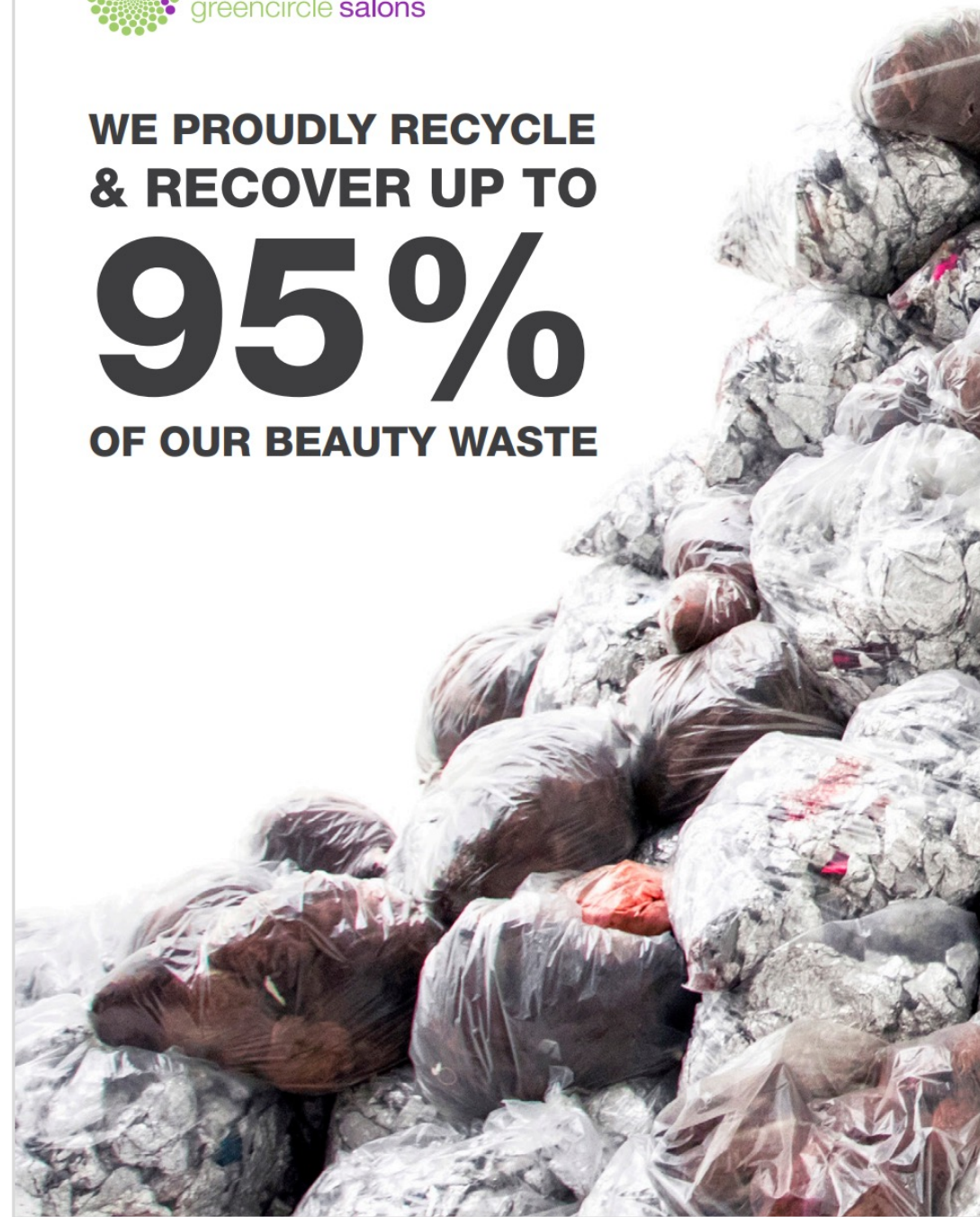
In 2018, Ginger & Maude® became a Certified Sustainable salon brand with Green Circle Salons. Ginger & Maude has always participated in local recycling programs, but many types of salon waste (used foils, color tubes, hair clippings, and excess hair color) are not recyclable through traditional recycling programs. By partnering with Green Circle Salons we are able to recycle and recover 95% of our beauty waste.

In 2022, Ginger & Maude also became Certified Carbon-Neutral through Green Circle Salons' program, which offsets carbon created by salons.

[Green Circle Salons](#) provides a pathway to sustainability for the beauty industry in North America. Green Circle Salons takes the beauty waste and turns it into a variety of beneficial materials and products, such as:

- Hair booms for oil spill cleanup
- Bio-composite plastic for items like recycling bins
- Recycled metal for items like bicycles
- Clean energy
- Clean water

The new Carbon-Neutral program is another example of how Green Circle Salons partners to support sustainability and combat climate change.



Employees

In the salon industry, unethical employment practices are commonplace. At Ginger & Maude, we are committed to fair labor practices and supporting our employees' long-term success.

Living Wages & Profit Sharing

Ginger & Maude provides competitive compensation that is a living wage to all employees, including apprentices, on their first day. In addition, we have a monthly profit-sharing program for stylists and a quarterly profit-sharing program for all employees.

Healthcare & Insurance Benefits

Our employees receive platinum-level health benefits, including health, vision, dental, and alternative medicine. Employees have short-term and long-term disability benefits. In addition, Ginger & Maude pays into Social Security, Medicare, and Unemployment for employees.

Time Off

Employees have 35-hour work weeks. They receive self-chosen paid holidays and up to 5 weeks of paid time off.

Continuing Education & Career Development

Ginger & Maude strives to provide long-term careers for our employees. We offer continuing education and career development opportunities.



Community

In 2022, Ginger & Maude continued its efforts to support the inclusion and the well-being of all members of the Portland community. Here are some examples.

Funds

- Hosted a fundraising event to raise money for [Rose Haven](#)
- Created a fundraising campaign and matched donations for [Rose Haven](#)
- Donated funds to [Pro-Choice Oregon](#)
- Donated funds to [Planned Parenthood](#)
- Donated funds to [The Q Center: Queer Artists Fund](#)

Goods & Services

- Paid stylists to provide pro bono hair services
- Donated salon space for community classes
- Donated goods to [Habitat for Humanity's ReStore](#)
- Donated goods to [Rose Haven](#)

Amplifying Voices

Created communications on social media channels to support:

- Native American- and Indigenous-owned businesses
- Get Out the Vote
- Bans Off Our Bodies
- Black-owned businesses
- B Corp businesses
- COVID-19 safety and vaccinations



Third-Party Assessment of Public Benefit

As a Benefit Corporation, Ginger & Maude is required to have a third-party assess and report on our social and environmental performance. This requirement has been met through the B Corp® certification process conducted by B Lab, an independent non-profit. B Lab evaluates performance on a regular basis and reports transparently on their website.

The infographic on the right is the result of B Lab's 2022 evaluation and to which shows Ginger & Maude's Overall B Impact Score of 92.4. (B Lab notes that the median score for an ordinary business is 50.9.)

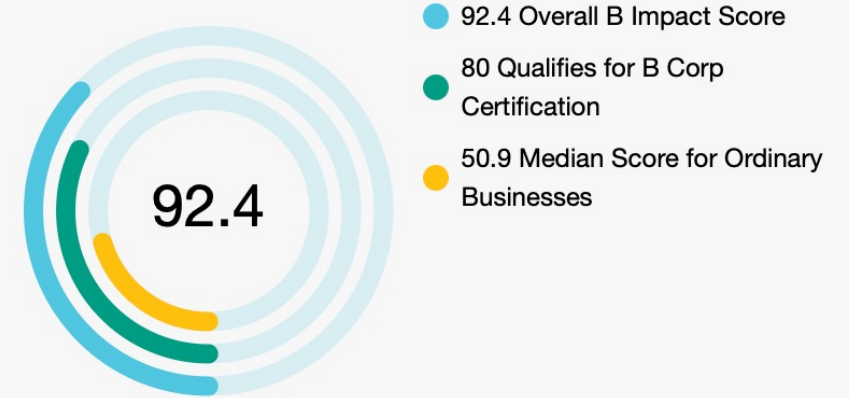
This score is higher than Ginger & Maude's previous score of 80.5 and demonstrates Ginger & Maude's efforts to continually improve.

B Lab also provides scores for how B Corp® companies perform in different categories. Ginger & Maude currently ranks highest in "Governance."

You can see our full B Impact report at [bcorporation.net](https://www.bcorporation.net)

Overall B Impact Score

Based on the B Impact assessment, Ginger & Maude earned an overall score of 92.4. The median score for ordinary businesses who complete the assessment is currently 50.9.



Governance

Workers

Community

Environment

Customers

Governance 15.8

Governance evaluates a company's overall mission, engagement around its social/environmental impact, ethics, and transparency. This section also evaluates the ability of a company to protect their mission and formally consider stakeholders in decision making through their corporate structure (e.g. benefit corporation) or corporate governing documents.

Mission & Engagement **2.4**

Ethics & Transparency **3.3**

+ Mission Locked **10**

What is this? A company with an Impact Business Model is intentionally designed to create a specific positive outcome for one of its stakeholders - such as workers, community, environment, or customers.



GINGER[®]

&
Maude

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To learn more about Ginger & Maude,
visit gingerandmaude.com.