



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



## 2025 Public Benefit Report: Portland Locations



Dear Reader,

Ginger Salon, Inc., DBA Ginger & Maude Hair Salon, is North America's first B Corp® salon brand. 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.

In addition, we are 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 2025, related to our four hair salons within Portland, Oregon.

With Love,  
Deanna Everson  
Founder & President



# About Us

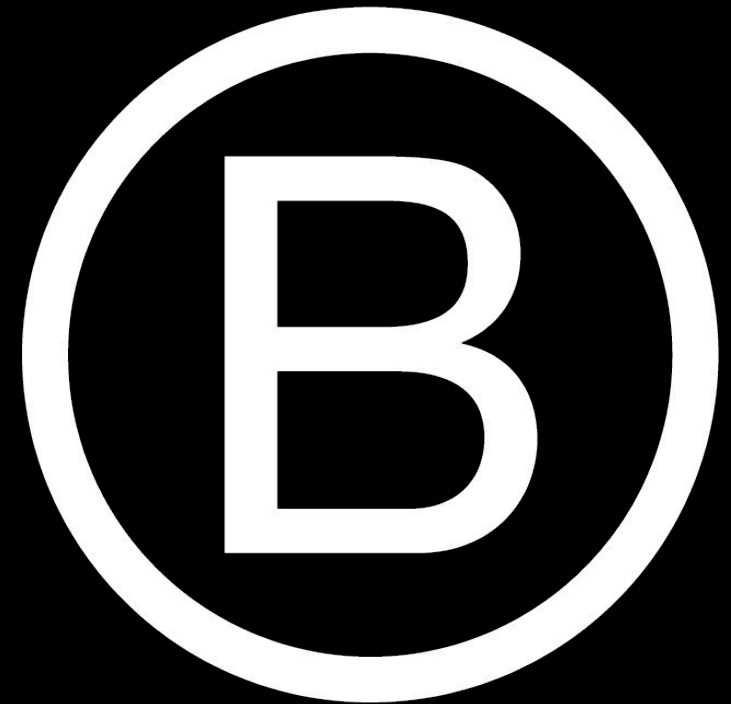
The first Ginger & Maude® Hair Salon was founded in 2008 and became North America's first B Corp™ salon brand in 2015.

All of 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.

As both a Certified B Corporation™ and a registered Benefit Corporation, we strive to be a successful model for better business and to inspire change in the salon industry. In 2025, we made positive impacts in three main areas:

- sustainability
- employees
- community

# Certified



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# Corporation

# Sustainability

In 2018, Ginger & Maude® Hair Salon 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 the majority of our beauty waste.

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

We are a  
**CERTIFIED  
SUSTAINABLE**  
salon



# Environmental Performance by Salon Location



## Slabtown

- Recovered beauty waste: **15 boxes**
- New types of recycling added:
  - + Small plastics that not accepted locally
  - + PPE (i.e. disposal gloves, processing caps, etc.)

## Fremont

- Recovered beauty waste: **8 boxes**
- New type of recycling added: Small plastics that not accepted locally

## Multnomah Village

- Recovered beauty waste: **13 boxes**
- New type of recycling added: Small plastics that not accepted locally

## Sellwood

- Recovered beauty waste: **13 boxes**
- New types of recycling added:
  - + Small plastics that not accepted locally
  - + PPE (i.e. disposal gloves, processing caps, etc.)



# Employees

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

## Living Wages & Profit Sharing

Ginger & Maude provides a living wage to all employees, including apprentices, on their first day. In 2025, we increased our base wage rate. In addition, we have a profit-sharing program for all employees. We also offer a retirement plan with company matching.

## Healthcare & Insurance Benefits

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

## Time Off

Stylists have 35-hour work weeks. They receive six self-chosen paid holidays and up to five 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 2025, Ginger & Maude® continued its efforts to support the inclusion and well-being of all members of the Portland community.

## Donating Money

We used CharityNavigator.org to evaluate nonprofits that had been nominated and donated to those that are delivering results for people within the City of Portland:

- \$1,000 Raphael House
- \$1,000 With Love Oregon
- \$500 New Avenues for Youth
- \$1,000 Self Enhancement, Inc.
- \$500 Neighborhood House, Inc.
- \$1,000 Blanchet House
- \$1,500 Rose Haven
- \$2,000 Meals on Wheels People (Portland program)
- \$1,000 NAYA

## Donating Goods & Services

- Haircuts for houseless youth at New Avenues for Youth
- Haircuts for houseless folks at Rose Haven (+ \$150 for volunteers' background checks)
- Gift cards for Portland Public Schools in our neighborhoods
- Gift card for PDX Diaper Bank
- Gift card for Kinship House
- Gift card for Oregon Lions Sight & Hearing Foundation

\*Does not include:

- \$8,000 in 2025 scholarships for Black students, which were allocated in previous year's budget
- \$1,500 to support local B Corp community through B Local PDX
- Charitable donation matching for employees



# Third-Party Assessment of Public Benefit

As a Benefit Corporation, Ginger & Maude® Hair Salon 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 scores to the public on their website.

The infographic on the right is the result of B Lab’s latest evaluation, which shows Ginger & Maude’s Overall B Impact Score of 83.8. (B Lab notes that the median score for an ordinary business is 50.9.)

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

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







**GINGER<sup>®</sup>**

&  
Maude

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To learn more about Ginger & Maude Hair Salons,  
visit [gingerandmaude.com](http://gingerandmaude.com).