



NORTH AMERICA'S FIRST  SALON
Corporation

Annual Report 2021



Dear Reader,

Ginger Salon 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 Salon has been a Certified B Corporation™ since 2015.

In addition, Ginger Salon 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.

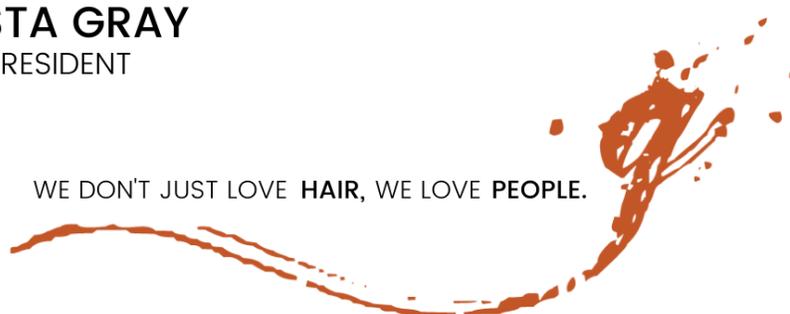
This report provides information about our public benefit performance for 2021.

KRISTA GRAY

VICEPRESIDENT

she/her

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



About Us

Ginger Salon, Inc. 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 2021, we made positive impacts in three main areas:

- sustainability
- employee compensation
- the community



Our Public Benefit: Sustainability

In 2018, Ginger Salon became a Certified Sustainable salon brand with Green Circle Salons. Ginger Salon 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.

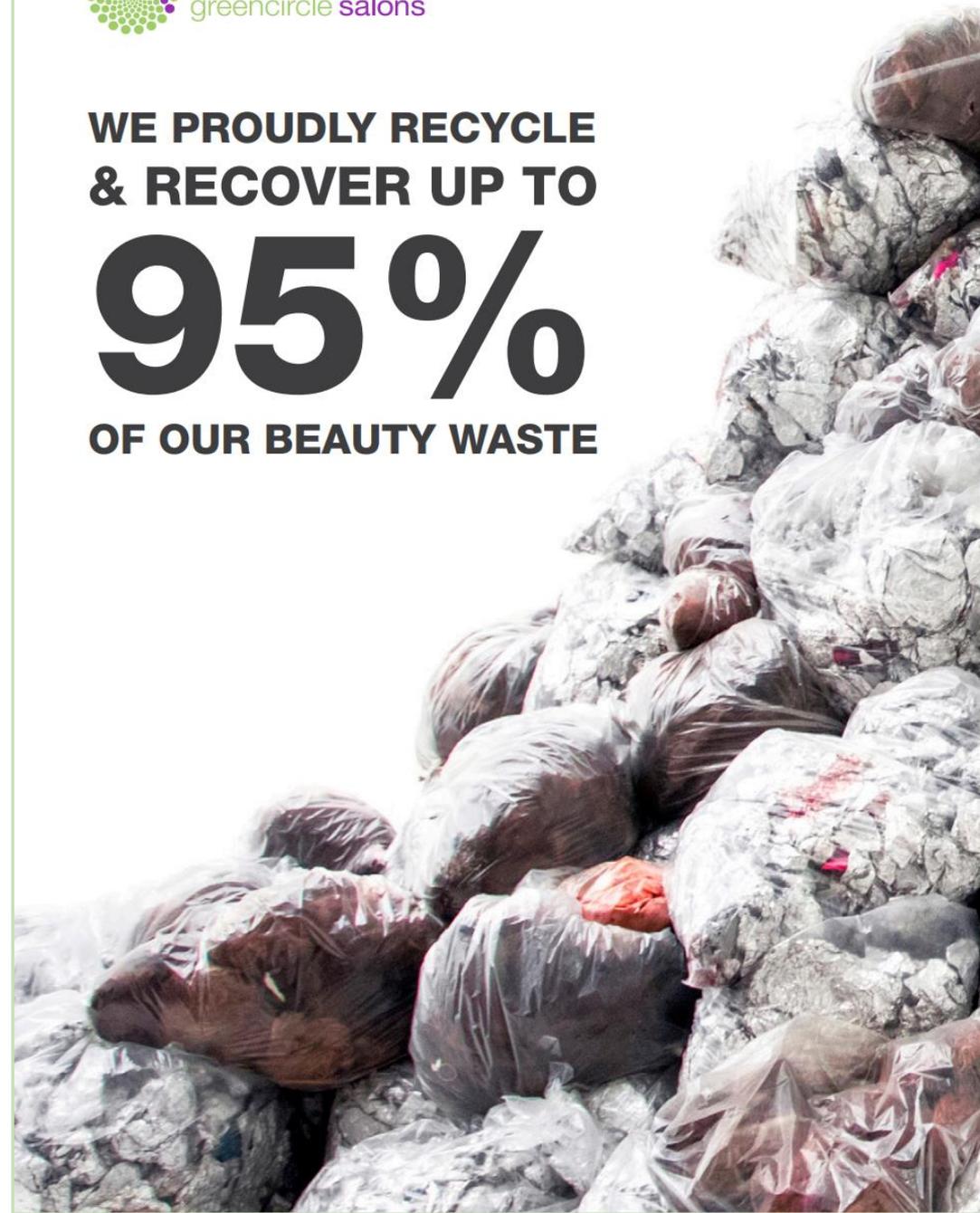
Green Circle Salons provides a pathway to sustainability for the beauty industry in North America by helping salons, spas, and barbershops divert their beauty waste from landfills and waterways. Green Circle Salons takes the beauty waste and turns it into a variety of beneficial materials and products, 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

To learn more about how Green Circles Salons repurposes and recycles beauty waste, visit greencirclesalons.com.



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



Our Public Benefit: Employee Compensation

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

Living Wages & Profit Sharing

Ginger Salon provides competitive compensation that is a living wage. In addition, we have a monthly and quarterly profit-sharing program for all employees, which is leading change in the industry.

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 Salon pays into Social Security, Medicare, and Unemployment for employees. Although these benefits might be common in some industries, they are rarely offered in the salon industry.

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 Salon strives to provide long-term careers for our employees. We offer continuing education, career development, and we promote from within.



Our Public Benefit: The Community

Diversity & Inclusion

In June 2021, Ginger Salon hosted *Black Beauty School* by Bead and Cowrie to educate our full team on how to care for Black folx's hair in a way that honors and respects them. It was both an education in Black hair care and an education in the cultural experience and needs of the Black members of our community.

As a result, we took further action to increase our knowledge and to address the lack of options for our Black community members, including establishing a *Learning Exchange* program to address the hair industry's historical exclusion of the Black population. Participants are provided complimentary services as they help us to continue to learn and break down racial barriers within the hair care community.

We have taken steps to recruit a more diverse workforce. For example, we have changed our employment application process to avoid bias in the resume screening process.

In addition, we gave a scholarship to a Black member of our community to attend cosmetology school.



Our Public Benefit: The Community

Donations

In 2021, Ginger Salon made financial donations and/or donations of goods and services to the following community organizations:

- Dress for Success
- Sisters of the Road
- Loveland Foundation
- Project Pooch
- Oregon Health & Science University (OHSU)
- PDX Free Fridge
- Rose Haven
- Operation Nightwatch
- Sexual/Gender Minority Youth Resource Center (SMYRC)
- Native American Youth & Family Center (NAYA)
- Q Center



Third-Party Assessment of Public Benefit

As a Benefit Corporation, we are required to have a third-party assess and report on our social and environmental performance. We have met this requirement through the B Corp™ certification process conducted by B Lab, an independent non-profit. B Lab evaluates our performance on a regular basis and reports our impact transparently on their website.

The infographic on the right is the result of B Lab's evaluation and it shows our Overall B Impact Score of 80.5, which is as of December 31, 2021. (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 Salon ranks highest in the 'Workers' category, which is highlighted here.

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

Overall B Impact Score

Based on the B Impact assessment, Ginger Salon Inc earned an overall score of 80.5 of 250. The median score for ordinary businesses who complete the assessment is currently 50.9



Governance **Workers** Community Environment Customers

Workers 26.3

The Workers Impact Area evaluates a company's contributions to its employees' financial security, health and safety, wellness, career development, as well as overall engagement and satisfaction. In addition, this section recognizes business models designed to benefit workers, such as companies that are at least 40% owned by non-executive employees and those that have workforce development programs to support individuals with barriers to employment.

Compensation & Wages	10.5
Benefits	6.7
Training & Education	1.9
Worker Ownership	2.2
Management & Worker Communication	2.2
Job Flexibility/Corporate Culture	2.0
Occupational Health & Safety	0.8



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EST. 2008

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To learn more about Ginger Salon,
visit gingersalon.com.