

Plastic Free Dorchester Business Case Study

Medusa Apothecary

Medusa Apothecary is a multi-brand skin, hair care, fragrance and make up apothecary with clothing and day spa. It's been based in the centre of Dorchester for 13 years.

What plastics were eliminated?

Though not finding easy solutions in the hair and beauty sector, founder Scott Duncan has managed to eliminate plastic in the salon and introduced alternatives. These include:

- Using laminate-free carrier bags
- Phasing out the use of cellophane wrap
- Selling shower gel and sun care products in sugar cane plastic packaging
- Pressurising clothing suppliers to eliminate single use plastic bags
- Using biodegradable single-use gloves, head caps and capes

In addition the business recycles all of its cardboard, peroxide bottles and skin care packaging. It has started to sell a refillable glass container haircare product and offers refillable, own-label skincare products.

Scott says:

'We've only got one planet at the end of the day and customers are raising the issue about plastics. It can be good for marketing, showing that you care about the environment is at the heart of your business.'

Top tip

Analyse everything you do. Undertake research to see how you can change just two things and you'll find it's easy to make progress by looking at other elements of your business. And speak to other businesses to see what they have achieved.



For more information or to get involved in the Plastic Free Dorchester campaign, contact Edd Moore: emoore@damers.dorset.sch.uk