

# SAVE THE PLANET WITH SUNGLASSES MADE FROM SHAMPOO BOTTLES

A world-first closed-loop collaboration between Sustainable Salons and Dresden Vision

Having kept 89,900kg of plastic salon waste in circulation and out of landfill since its inception, Sustainable Salons is taking its innovative approach to the next level by turning trash into trends through a closed-loop collaboration with eyewear giant, Dresden Vision.

Introducing 'The Shampoo Collection', the world's first sunglasses, prescription sunglasses, and prescription glasses frames created entirely out of recycled shampoo bottles.

Sustainable Salons - a comprehensive resource recovery program designed for the salon environment - collects pre-separated materials from salon businesses and finds recycling and repurposing solutions to keep up to 95% of their waste out of landfill and in circulation.

Launching online and in Dresden stores across the country on October 1st, this forward-thinking, truly sustainable, closed-loop solution will see plastic shampoo bottles collected from Sustainable Salons' members across Australia and New Zealand recycled into black signature Dresden frames.

The Dresden glasses system is a sustainable alternative to the cyclical, disposable, eyewear fashion industry. The company, Co-founded by Bruce Jeffreys and Jason McDermotts, is on a mission to bring high-quality, sustainably made glasses to the globe.

A focus on meaningful and powerful collaborations lead Sustainable Salons to Dresden Vision; an ethical, socially and environmentally sustainable eyewear brand.

With the current recycling landscape being so uncertain, Paul Frasca, Sustainable Salons' Co-founder and Managing Director and Bruce Jeffreys, Dresden Vision's Founder, are proving that pushing boundaries and thinking outside the box can result in game-changing ideas.

Paul Frasca says, "The Shampoo Collection' is an incredible introduction to the consumer market for the Sustainable Salons team. Through our work, we've so far rescued 89,900kg of plastic from landfill and given it a new life through a range of products. We're excited to be collaborating with Dresden Vision, a company that shares our same sustainable values."

"It's a chance for us to not only create the world's first closed-loop product created entirely out of shampoo bottles but also to educate consumers about the impact their lifestyles can have on the environment. If you're having your hair done at a salon, what is their recycling policy? Are they adding to the problem or becoming part of the solution? When you visit a salon that uses Sustainable Salons, you know that your waste isn't going to landfill and that's the message we want to share."

Founder of Dresden Vision, Bruce Jeffreys, says, "This project is something we've always dreamed of; linking up with a business that is fighting a waste problem and collaborating to create a new, exciting product. It's not only amazing in terms of recycling waste but we also hope it acts as a catalyst to encourage innovative thinking for future uses of waste plastics."

'The Shampoo Collection'

100% post-consumer recycled and Australian-made

Prices starting at \$89

Dresden.vision and Dresden stores globally

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To interview Paul Frasca or Bruce Jeffreys about 'The Shampoo Collection', please get in touch:

Modern Currency

Megan Chambers | [megan@moderncurrency.com.au](mailto:megan@moderncurrency.com.au)

**Contacts**

MEGAN CHAMBERS

+61401470609

[mailto: megan@moderncurrency.com.au](mailto:megan@moderncurrency.com.au)