

Lotte's hair salon has become chemical free

Danish hairdresser Lotte Hostrup has acquired a high-tech air purifier, which ensures that her customers and Lotte herself do not inhale all the chemicals that exist at a modern hair salon.

Lotte Hostrup, who has been a hairdresser for 38 years, can finally breathe without worrying about the numerous chemical particles that generally exist at a hair salon. It is a well-known fact that products used for hair dyeing and hair styling contain dense chemicals such as ammonia, perfume and parabens. For a long time, the Danish Hairdresser and Cosmetics Association has tried to tighten up laws concerning the chemicals which are used on a daily basis at hair salons nationwide and have a history of causing allergies, being responsible for hormone disrupting and even causing cancer. However, the 54-year-old hairdresser could not wait for that and decided to take the matter into her own hands. Therefore, she decided to acquire the MAC 500 air purifier, which has turned out to be an investment she has not regretted.

– It is really nice to enter the salon and feel the fresh air. It is a bit hard to explain, but the air feels so clean and completely free of any unpleasant smell. I have always had sensitive skin and problems with eczema on my hands, so when I read that the air purifier could do wonders for people with asthma and COPD, I thought it was a good idea to use it at a hair salon to remove all the chemical particles floating in the air, Lotte Hostrup explains.

Positive customer experience

The customers at Lotte Hostrup's hair salon have been the main reason behind her investment in the air purifier. She knew about the sultry air that customers were greeted by when they entered the hair salon.

– Being able to give the customers a good, positive experience means a great deal to me. I want them to feel comfortable at my salon, and there is not much worse than sultry air and a bad smell when you enter a store. Even though I have always extracted air when dyeing a client's hair, and aired the salon out as often as possible, it was impossible to remove the smell. Today, the customers often comment on how much they enjoy the clean and fresh air, the hairdresser says.

Even though it sounds like a machine of miracles, the air purifier does not take up much space in the salon. It is essentially a metal box, approximately the same size as an oblong shoebox. Lotte Hostrup has placed the air purifier on a shelf surrounded by hair products. From here, it absorbs polluted air and, through the help of ultraviolet light, removes 99.9 per cent of the bacteria, viruses and other damaging particles in the treated air. The product is developed and produced by Danish company Jimco A/S, who export to most countries across the world. Furthermore, Jimco A/S has won the EU's Environmental Award for its technology.

Since 1993, Jimco A/S has developed and manufactured air and water purification systems based on its patented UV-C technology that ensures effective disinfection using ultraviolet light. Today, the technology, which has received the EU Environmental Award, is used all over the world – including by industry, commercial kitchens, hospitals and supermarkets as well as in private homes. www.jimco.dk