

PAPER
NOT FOIL

Sustainable Hair Foils

A first alternative in the industry that's easy to use, comfortable, reusable, recyclable and degradable!



About

Paper Not Foil is a fully sustainable alternative to all traditional foiling methods.

They are made from stone, reusable multiple times, easy to use, comfortable for your clients, faster application and degradable.

They work and perform the same as traditional foiling methods!





The average salon goes through an estimate of 2.5km of foil each month. New Zealand salons go through enough to wrap around the world once every year!

Foil and plastic can be recycled, but it carries a huge carbon footprint and is generally single-use.

Paper Not Foil wanted to provide an alternative to the industry with a focus on:

Reduce
Reuse
Recycle
In that order!

Paper Not Foil is the first product of its kind. Transforming ground-down industrial waste into reusable paper strips for colouring hair!

What Makes It Special?

- Machine washable.
- Reusable multiple times.
- Made using significantly less energy than foil.
- Degradable in the landfill without producing toxic waste.
- Easy to use and faster to apply.
- Comfortable for your clients.
- Manufactured without using water, acid or bleach.
- Manufactured with renewable energy like solar and wind.
- Fully recyclable.
- Waste-free.



Paper Not Foil is a game-changer!

You can use it the same as traditional foil. Its chalky texture helps the hair and colour grip, and papers slide out smoothly without pulling on the hair.

They can be cut to any size you need with scissors, and multiple can be cut at once, which saves you preparation time. They can also be washed for reusing or recycling.







What Sparked the Creation?

"It all started by looking in the rubbish bin at the salon. I discovered our salon was going through an extreme amount of tinfoil each month.

The next day I was packing my kid's lunches for school with baking paper and I had a lightbulb moment. Perhaps this would work the same way tinfoil works? Or perhaps there is another material available to us that has no detriment to the planet?"

Amanda then began her journey to developing Paper Not Foil.

What Makes Paper Not Foil Revolutionary?

Lowering carbon emissions is a huge demand in our industry and is now affecting consumers' choices for colouring hair.

Paper Not Foil reduces unnecessary transportation, fuel, emissions, mining, coal-driven processing, high energy furnishing in recycling, and not to mention, no toxins or harmful dross are being released into the environment when manufactured or disposed of.



We believe we have an industry now looking for low chemical and cleaner products. Quality over quantity is what consumers and our clients now want in their lives.

Our clients are now being educated on what products are harming our environment, and we think our industry is now starting to realise that they have to consciously make choices, to provide for our clients.

Salons are now relying on product suppliers to provide alternatives. They are seeking advice on better brands to help them make a difference in our environment and for our wellbeing.

Paper Not Foil has contact with suppliers and salons all over the world who want to add our product to their portfolio to provide salons with a better choice...





With the right support and education, our salons will be able to have the confidence to help make our industry, ourselves and the environment safer.

We are in a time of having to change. It's not a trend anymore, it's reality!

PAPER
N O T F O I L

Testimonial



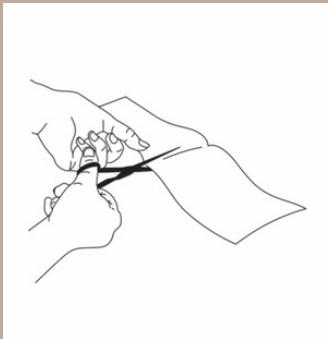
Ashleigh Hodges

Global Colour Ambassador - Davines, Creative Head
Colour Expert Winner, Vice President - Fellowship
for British Hairdressing

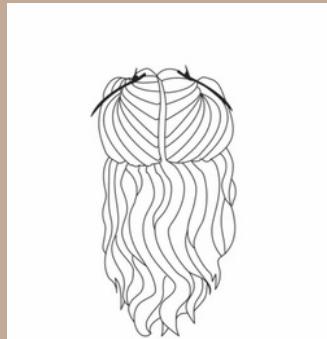
"PNF is a revolution we have all needed. I can't imagine using anything else now! It works perfectly for every colour situation whether it is a clean highlight application or a creative colour. Topped with the sustainability factors, especially being able to reuse again and again. PNF is my go-to colour product"



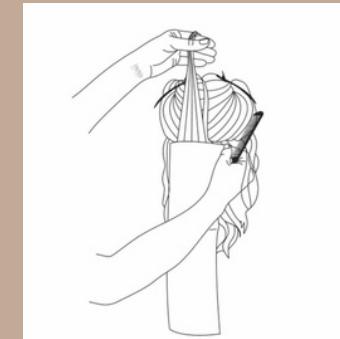
How To Use



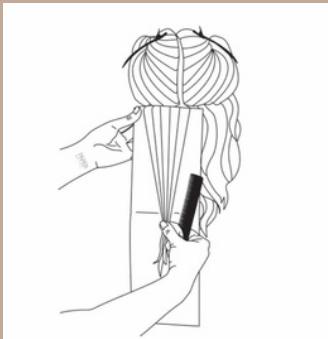
CUT PAPER TO SIZE



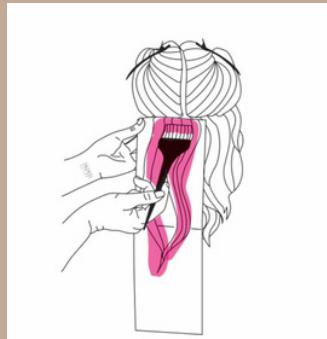
SECTION HAIR



POSITION PAPER



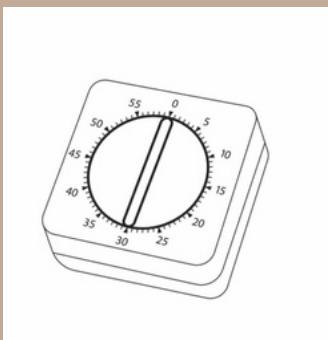
POSITION HAIR DOWN



APPLY COLOUR



FOLD PAPER IN HALF



PROCESS



REMOVE



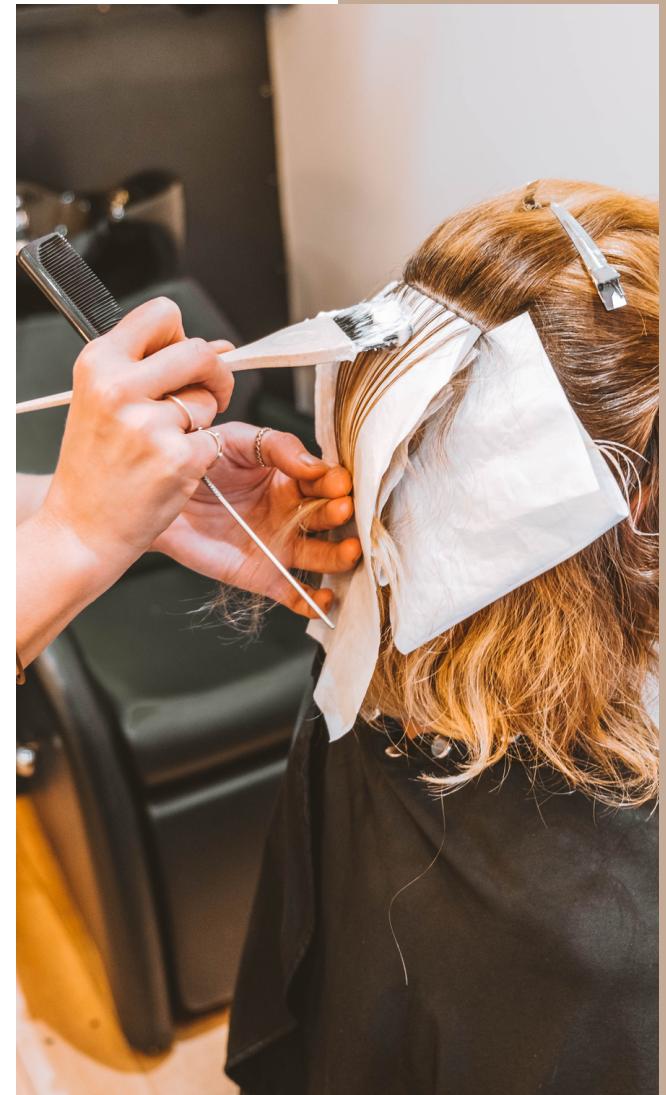
WASH TO REUSE

Tips For Starting Out With Paper Not Foil

Start small. Start by using it for balayage or a couple of colour placement pieces. Once you get more confident with it and understand how it works, then start building it up more and using it in your daily colouring routine.

Like anything new, it may seem tricky or scary, but with practice, you can get the hang of it. Practice on a mannequin or teammates with conditioner!

Visit **@papernotfoil** on Instagram and YouTube to learn all the different ways to use it.



More About Paper Not Foil

Paper Not Foil comes in two sizes: Small (10 cm x 40 cm) and Large (13 cm x 40 cm).

They can be cut into any size or shape you need. They can also be used in the length they come in.

Use only what you need. If you're doing a retouch foil, then cut your paper strip into 1/2 or 1/4. This saves on waste, and money and makes it more comfortable for the client.

Paper Not Foil is perfect for balayage and guarding. You can also sandwich pieces together instead of folding them in half. This saves you time when foiling and reduces potential slipping.

You can wash them by hand or in the washing machine with your towels. They can then be air-dried or placed in the dryer on COOL for 10 minutes.



FAQ'S

HOW MANY PIECES ARE IN EACH PACK?

500.

WHAT ARE THE SIZE DIFFERENCES?

Small is 10cm x 40cm - Large is 13cm x 40cm.

DOES IT HOLD HEAT LIKE FOIL?

Yes. It is a thermal product, so they conduct heat the same as foil and help your colour to develop correctly.

CAN YOU PUT IT IN THE LANDFILL?

Yes. If you decide to put them in a landfill, they won't produce any toxic waste because they naturally degrade from UV.

IS IT RECYCLABLE?

Yes. You can recycle Paper Not Foil through your paper or soft plastic recycling systems.

CAN IT BE REUSED?

Yes. Paper Not Foil can be reused multiple times by washing and drying.

DOES IT SLIP OR BLEED?

We have not experienced much slipping with Paper Not Foil due to its chalky texture, but with any foil or colour job, you may have risks due to many factors like hair texture, colour or how many foils you have in the hair.



FAQ'S

IS PAPER NOT FOIL TOXIC?

No. Paper Not Foil is not toxic to the environment, including animals, plants and ourselves.

IS IT COMPOSTABLE?

It's best to commercially compost it if you choose this option. It must have the correct 'ingredients' that composting needs to ensure it breaks down correctly.

IS IT DEGRADABLE?

Yes. Paper Not Foil is degradable from the sun's UV. It will degrade into an egg-shell texture and continue until dust residue is left.

CAN I USE IT LIKE REGULAR FOIL?

Yes of course. We designed Paper Not Foil to work and perform just like what we're used to.

IS PAPER NOT FOIL MADE FROM TREES?

No. Paper Not Foil is made from stone (Calcium Carbonate). It is made from recycled industrial waste from the construction industry.

HOW DO YOU WASH THEM?

You can wash them by hand or place them in the washing machine with your salon towels on a normal cycle.



FAQ'S

HOW DO YOU DRY THEM?

Simply hang them to air dry or place them in the dryer on COOL for 10 minutes.

DO YOU HAVE TO REUSE THEM?

No, you don't have to reuse them to reduce waste. Simply using Paper Not Foil will help you to reduce your carbon footprint and reduce your salon's toxic waste.

ARE THEY BIODEGRADABLE OR DEGRADABLE?

Paper Not Foil is fully degradable because it naturally degrades. It doesn't need organisms breaking it down.

CAN YOU USE A HAIRDRYER TO SPEED UP PROCESSING?

Yes, you can. You can lightly apply heat to speed up the processing time.

HOW WILL THESE BENEFIT MY CLIENTS?

They are more comfortable than foil. They apply faster, they're lightweight, and when removed they don't pull, and your clients will be happy they're also reducing waste.

IF THEY COME OUT OF THE WASH STAINED, WILL THIS AFFECT MY NEXT COLOUR?

No, it won't. If your papers come out stained, this won't affect the quality of your next colour or the performance of the papers. Use the stained ones for bold colours and the non-stained ones for blonde colours.



Where To Find Us

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