



## Which one are you?

Sam shampoos **daily**, rinses and repeats, adds conditioner and rinses out.

### Annual costs

Water use: **14222 litres**  
Energy use: **1252 kWh**  
CO2: **579kg**  
Cost: **£245**

Jo shampoos **twice a week** (once only), uses leave-in conditioner and uses dry shampoo once a week.

### Annual costs

Water use: **613 litres**  
Energy use: **55 kWh**  
CO2: **25kg**  
Cost: **£27**

Jo finds that leave-in conditioner gives body to hair and makes it easier to style. It also **saves lots of time**. Dry shampoo is especially good on busy mornings.

Scan the QR code



to find out more



Sam takes **AGES** to get ready in the morning! Depending on which brands he's using, he might also be doing more harm to his hair and scalp than good by over-washing. Such long, hot showers are probably having an ageing effect on Sam's skin too!