



**WHA**  
Water Dispenser &  
Hydration Association  
QUALITY • TRUST • STANDARDS

# Water Matters

## Why Water Matters for salons and spas



“ Water is an ideal pick-me-up to serve in a busy salon. ”

### Why hydration is beautiful

As every beauty professional knows, healthy hydration is one of the easiest and most cost-effective ways of achieving a host of health and beauty benefits.

One of the best means of hydrating is that simplest drink of all – water. Calorie free and tooth-kind, water is an ideal pick-me-up to serve in a busy hair or beauty salon where the air may be warm and dry.

### The benefits of correct hydration

Having an adequate intake of water not only plumps the skin and makes the eyes brighter, it makes your clients – and the staff – feel physically and mentally more vibrant. Whether you are delivering a new hair-style, a facial or a massage, your client will benefit from being hydrated and so will you.

Even a 1% loss of body mass due to dehydration will affect performance and can induce mood swings so water is a great way to ensure that everyone – clients and staff – stay on top form.

### What should you serve?

Making hot drinks for clients when you could be delivering salon services takes time. When you are away from the client making hot beverages instead of delivering salon services, the business is wasting time and therefore money. Of course, some clients will wish to have a hot drink – and that's fine – but why not offer a cooling glass of water first?

Installing a water cooler is the best means of providing water. This means that even while waiting, customers can easily help themselves.

If you normally charge your clients for drinks, they will appreciate the generosity of free water; and if your practice is to offer complimentary drinks, then delivering water from a cooler will be cheaper, quicker and easier for the staff to serve – as well as being delicious and refreshing.

### How do I select a water cooler?

There are two things to consider when choosing a water cooler. Firstly, safety and hygiene are paramount. To have a guarantee of excellent standards, make sure you use a member of the trade association, the Water Dispenser & Hydration Association (more about that later).

Secondly you need to decide whether to have a bottled water cooler or mains-fed cooler. If you want to be able to plug-in the machine or machines wherever is convenient, and you have space to store a supply of bottles, a bottled water cooler is ideal. If, on the other hand, you have a readily accessible source of mains water and limited storage space, then a mains-fed cooler may be more convenient for your salon's needs.

Your chosen supplier will be able to offer guidance on which machines will be suitable.

“ Water plumps the skin and makes the eyes brighter. ”



## Not all water coolers are equal

Whichever style of water cooler you choose, make sure of one thing. Choose a supplier that is a member of the Water Dispenser & Hydration Association. Known as the WHA, the Association is the leading trade body ensuring standards of safety and hygiene that are at the top of their class. WHA members must stick to strict Codes of Practice and good conduct and are rigorously audited every year. By dealing with a WHA member you know you are getting the best. Visit <https://twha.co.uk/find-a-member> to check who to do business with.

## The sustainable choice

Bottled water coolers are highly sustainable: bottles are collected, cleansed and reused many times over whilst main-fed coolers of course use water from the mains. In addition, many WHA members follow the '5 for 5 Sustainability Pledge'. For details visit our website.

## Further information

For more information visit [www.twha.co.uk](http://www.twha.co.uk)

## Healthy Hydration Chart

There's one easy way to know if you are properly hydrated – check the colour of your urine against our 'pee chart'. Pale is good; dark urine means you could be in need of fluid. And if you find you are dehydrated, here's an easy way to rehydrate healthily: head straight to that water cooler... simple.

### well hydrated

Your urine is an ideal, pale straw colour. Keep up the good work.

You're okay but you could do with a small glass of water now.

You may be a little dehydrated. Drink a couple of glasses of water now.

You need to drink about up to half litre of water right now.

Not good! You are dehydrated and may have a headache. Drink a litre of water.

### poorly hydrated

Note: if your urine is even darker than this and or red/dark brown then dehydration may not be the problem. Seek medical advice.



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Choose a WHA member –  
for hydration you can trust  
[www.twha.co.uk](http://www.twha.co.uk)

Disclaimer: the information given here is for guidance only. If in doubt about your health seek attention from a medical professional.