



Salon Beck, Cincinnati

## Lighting the Way

One of the easiest things salon owners can do to make their businesses more eco-friendly is to replace incandescent and halogen lights with a more energy-efficient product. One option to consider is **Freestyle Systems SpectraLights**, the first LED lights engineered for the salon industry. The lights can reduce energy bills by up to 85 percent, reduce wasted heat from conventional lighting, last for about 25 years and produce a spectrum that mimics natural sunlight, for more accurate haircolor results. The company also offers the Freestylist, a weightless blow-dryer support system which, in addition to reducing repetitive motion injuries, offers an environmentally friendly perk: it extends the life span of blow-dryers, reducing waste and the need for additional dryer production. [freestylist.com](http://freestylist.com) —L.A.

## CERTIFIED ORGANIC

### Tela Beauty Organics

by Philip Pelusi is a complete line of shampoos, conditioners, styling products and skincare products derived from sustainable resources. Tela Beauty's products contain 35 certified-organic ingredients including apricot, Chinese orchid, forsythia, ginkgo biloba,



grape and white tea. The entire line also uses packaging that supports the Sustainable Forestry Initiative by buying wood and paper products from well-managed forests. [telahaircare.com](http://telahaircare.com) —J.H.

## Preserving the Planet

Founded two years ago, **Onesta** is committed to sustainable manufacturing. The haircare line is 100 percent vegan and does not contain parabens, sulfates, dyes or harmful chemicals. Instead, the products include certified-organic extracts of botanicals like sage, milk thistle and green tea, plus an Omega 3 and 6 EFA complex. What's more, Onesta offsets all of its energy consumption with wind power and produces all packaging and marketing supplies using recycled materials. "We saved more than 10,000 pounds of virgin plastic from going into the landfills in 2008 and anticipate saving more than 50,000 pounds of plastic in 2009," says Michael Redmond, Onesta's president. [onestahaircare.com](http://onestahaircare.com) —L.A.



## no wasted energy

In honor of Earth Month, **Rusk** is launching the Go Green Blow Dryer, which uses 23 percent less energy than other dryers but offers equal performance. It also features a low wattage and a phalate-free power cord and comes in recycled corrugated packaging printed using soy ink. [rusk1.com](http://rusk1.com) —N.P.

## IN THE BAG

Good news for salons and spas that want to offer reusable bags to their clients: **ENVI Reusable Bags** are one of the first in the United States to be made of PET, an ultrasustainable fabric made from recycled soda bottles. The thick, luxe material looks better and lasts longer than paper or plastic. [envireusablebags.com](http://envireusablebags.com) —M.D.

