

PRESS RELEASE

Get Going Green off your “To Do” list NAEFSS’S Salon & Spa Sustainability Model Specifically Addresses Business Practices in the Salon & Spa industry

Most Salon & Spa Professionals care about the environment, but their passion is in the creative process of perfecting their craft, conducting their business in an eco-friendly manor becomes something which rests on their “to do” list. “When there are too many choices or paths to take, a person gets a sense of information overload and becomes paralyzed. They do nothing because they don’t know where to start” says Tamara Jercha, President of the National Association of Eco-Friendly Salons & Spas™. The Salon & Spa Sustainability Model, created by the NAEFSS, is the perfect place to begin.

Salon & Spa Owners take Environmental Responsibility to a Higher Level. By becoming part of a larger community of eco-conscious business owners, they enjoy benefits in regards to getting the information and direction needed to achieve individual sustainability goals, which apply directly to their industry. They begin by learning how to implement green business strategies and receive ultimate acknowledgment for their efforts by earning Salon & Spa Sustainability Certifications.

Tamara Jercha; LEED Accredited Professional and Licensed Cosmetologist consulted with a green business consultant and used her experience in the salon industry as well as her knowledge in building commercial interiors to create a sustainability model, standardized and suited for the Salon & Spa industry. Salon & Spa Certifications are awarded by points directly related to the eleven categories that make up the Salon & Spa Sustainability Model.

The NAEFSS serves an elite group of business owners, dedicated to operate their salons and spas in an eco-friendly manor. What they all have in common is that they are busy, successful entrepreneurs who passionately hold environmental responsibility in the highest regard.

Healing our Environment ~ One Salon & Spa at a Time

To learn more visit www.naefss.org or contact Tamara@naefss.org

