



FOR IMMEDIATE RELEASE:

FOR MORE INFORMATION ~ CONTACT:

Kerrin Delaney, Marketing Coordinator or Larry Oskin ● Marketing Solutions, Inc. ● PHN: 703-359-6000 ● EML: Kerrin@MktgSols.com

Is Your Salon Ready For An Eco Makeover?

Michael Angelo Offers Tips To Salon Owners On “Thinking Green”

Tampa, FL The Michael Angelo Hair Studio located in Tampa Bay, Florida offers eco-friendly tips on establishing modern luxury while thinking green. The Michael Angelo Hair Studio is owned and operated by Redken certified haircolorist Michael Angelo Rizzi. Over the years, Michael Angelo has been taking the steps in going green by implementing eco-friendly routines into his studio. According to Michael, “We are approaching a point where we will not be able to turn back easily and this is a major reason why so much attention is being given to this issue. The big question remains, how do we as salon owners go about making these changes and implementing eco-friendly routines?”

Michael Angelo offers other salon owners some great ideas for thinking green:

- **Be Green & Become Informed:** Take note of any potential waste at your salon and prioritize your actions. You will not be able to change everything at once, so it is important to set these priorities and to stay focused. A great way to kick-start your eco-routine is to start simple. If you have scrap paper, junk mail or a printing job that went wrong, cut the paper into sections, staple and use the blank back side as a note pad. Instead of using post-it's, this fun and easy to do eco-tip will save you money and recycle paper at the same time.
- **Get Your Staff On Board:** Hold a staff meeting and make sure everyone is on board with your eco makeover. Think of it as an opportunity for team building. Have your staff share ideas, brainstorm solutions and plan for improvement. A lot of people have already taken steps towards adapting to personal eco routines. Have them share their ideas and allow the action to transcend into the salon environment.
- **Save Your Energy:** This can be as simple as using hairstyling appliances that cut down on drying time or turning off appliances when they are not in use. You can go one step further and unplug your electrical equipment as well – a lot of salon appliances waste energy even when they are not on. Unplugging appliances during off hours will keep your energy bill down. You can also wash towels in cold water rather than hot water which will help reduce energy and your water bill.
- **Reuse and Recycle:** Stop using clear plastic water bottles and cups. You should provide your staff with reusable eco-friendly containers that are good for the earth or consider a special self-serve water purifying unit. Add your salon logo to the front of the bottles as an added marketing and branding benefit. For you clients, offer them water in chilled glasses reducing the energy to create ice. You can also look into participating in national recycling efforts. Organizations such as www.MatterOfTrust.org are dedicated to collecting hair from salons to create hair mats used to absorb oil spills all over the world. There is estimated to be over 337,000 salons in the US, with each on average producing 1 lb. of hair a day.
- **Go Organic:** Offer organic and natural products as an option for your salon clients. Organic and all-natural product lines have become increasingly popular. Having products like these available for sale in your retail section will also help increase your salon profits. You should also offer your clients organic snacks like locally grown fruits, vegetables, coffees and teas that help support the environment and local growers.
- **Talk To Your Clients About Environmental Tactics:** Discussing your green ways with your salon clients is more than just good marketing. This can help inspire others to travel down the green road. A great way to let your clients know you are going green is to put up signs about your initiatives. Also, you can involve your clients by starting a recycling program and offering them rewards for participating.

The Michael Angelo Hair Studio design team has been honored this month as one of the ‘Top Salons in America’ featured in the newest edition of *Haircut & Style Magazine*. They note, “Here is where your hair will become a masterpiece! The Michael Angelo Hair Studio indulges each guest with a personalized studio experience by offering unmatched haircolor and hair design expertise.” Michael Angelo has also recently been invited to several exclusive Passion International Bridal and Haircolor Stylebook photography sessions in Washington DC to have his haircolor and hairstyle designs shared with salons in more 40 countries. Michael Angelo has been published in *Tampa Tribune*, *Tampa Bay Illustrated*, *Elle Décor Magazine* and many other national publications.

For more information on Michael Angelo and The Michael Angelo Hair Studio or eco makeover tips, contact 813-832-6650 or email info@MichaelAngeloHairStudio.com.