



## **CASE STUDY**

### **Fresh Esthetics**

**Location:**

169 Dundonald St. Fredericton, NB.

**Contacts:**

Amy and Miriam  
506-451-3737

**Products and Services:**

Spa treatments

**Date of Case Study:**

June 16<sup>th</sup> 2009

**Achievements:**

With their eye-catching décor, years of experience, and new central location, Fresh Esthetics is ushering in a brand new spa experience for Frederictonians. And now, along with their “Fresh” take on the industry, Amy and Miriam’s spa has gone green! Meaning you can feel *really* good about getting your nails done at Fresh Esthetics because they are doing their best to reduce their environmental impact!

Having just recently opened their own spa, Amy and Miriam are well aware of the multitude of “green” products on the market today. Unlike even just a few years ago when finding environmentally conscious products was like finding a needle in a haystack (and an expensive needle at that!), today almost every product and piece of equipment a new business would need is available in an eco-friendly alternative. These products range from low-flow aerators allowing only 2.2 gallons of water per minute through faucets, 100% recycled paper products, to super efficient programmable thermostats – all of which Fresh Esthetics is taking advantage of!

Amy and Miriam are up to speed on ways they can help make the City of Fredericton a greener place to live, which is why they are already a Green Shops Bronze member with 20 credits. Committed to continuing their efforts in the future, Fresh Esthetics is looking to boost their status up to Silver in 2010! Good Luck!