



CASE STUDY

Active Therapy Clinic

Location:

161 Northumberland St. Fredericton, NB.

Contacts:

Michelle Peach
506-454-5433

Products and Services:

Date of Case Study:

March 5th 2009

Achievements:

With residential allure, Active Therapy Clinic draws its clients into the “big purple house” on Northumberland. Having transformed this beautiful old home into a place of rest and relaxation over five years ago, Michelle Peach and Liza Papazian are the epitome of young entrepreneurs with a strong business sense. Active Therapy Clinic offers a wide range of treatments including pre-natal massage, therapeutic massage, and the ever-popular relaxation massage, all of which come with a “green” stamp of approval!

Along with Michelle and Liza’s business sense is also a strong sense of environmental ethics. And although contending with the obstacles of retrofitting an old home, Active Therapy has already achieved Gold medal status within the Green Shops program. To do so, the team at Active Therapy tackled the obvious first, like installing environmentally friendly aerators on their faucets, and recycling, albeit perhaps to a more extreme extent than might be obvious! Then they tackled some harder things, such as providing environmentally certified products, like their skincare line “Sea Wench”, and not carrying nor providing any consumer plastic bags. On top of this, Michelle and Liza adamantly promote an active transportation strategy for both their employees’ health and to reduce their environmental impact, although no one working at Active Therapy really needs to be told twice when it comes to walking or biking to work!

Active Therapy has accumulated an impressive 34 credits this year, and by just implementing one more actionable item will be maintaining their Gold medal status in 2010 as well. This is a truly remarkable feat!