



CASE STUDY

Avalon Salon Spa

Locations

318 Brunswick Street
336 Main Street

Contacts

506-472-1772
www.avalonspa.com

Products and Services

Specializing in full salon and spa experiences

Date of Case Study

September 1st, 2008

Achievements

Peggy and Terry Jewett, owners of Avalon Salon Spa, along with their team of 50-60 employees, pride themselves in being able to offer high quality services while minimizing their impact on the environment. They have managed to integrate a strong sense of environmental stewardship within their business culture. This culture arises from formal and informal policies by which all Avalon team members are encouraged to find new ways to help reduce their environmental impact.

Of most notable commitment, Avalon Salon Spa exclusively sources Aveda products which are developed and distributed with minimal environmental impact. In fact, Aveda is committed to fully integrating its business and product development with the strongest form of environmental stewardship possible (www.aveda.com). Other environmental commitments which Avalon Salon Spa have undertaken have risen from less formal approaches, such as employees discovering how to provide a top quality pedicure while using significantly fewer towels in the process (which reduces towel washing and drying requirements). Avalon also supports external initiatives such as Earth Day.

Of course it wasn't always so easy; Peggy Jewett remembers that as early as ten years ago Avalon was often met by skeptical customers when they discovered that Avalon would not use aerosol-based products. However, "clients now take pride in participating" notes Peggy. "Environmental stewardship is now ingrained in our culture"

adds Terry Jewett, noting that many environmental initiatives sponsored by Avalon Salon Spa have been carried through to their employees and clients personal lives as well. Such an approach seems to be a success as Avalon Salon Spa runs two full-time locations in Fredericton both with busy appointment books.

Avalon Salon Spa has so far implemented enough Fredericton Green Shops actionable items to receive 36 program credits. The Avalon team is always looking for new ways to ensure a high quality experience for their customers while continuously reducing their environmental impact. In fact, the Avalon team has identified 9 additional Fredericton Green Shops actionable items for implementation in the near future. This outstanding dedication and commitment is more than sufficient for Avalon Salon Spa to be recognized as a Green Shops Gold Member.

Actionable Items Currently Implemented

1. Improve Building Envelope—Insulation
2. Install a Programmable Thermostat
3. Install Timers on All Non-Essential Electric Appliances
4. Switch from Oil Heat or Baseboard Electric Heat to natural Gas, Solar, Geothermal, or Wood Heat
5. Install Industry-Specific energy Efficient Equipment
6. Implement a Recycling Management Program
7. Discontinue the Use of Consumer Plastic Bags
8. Develop a Low-Water Tolerant Landscape on Business Premises
9. Install Industry-Specific Water Efficient Equipment
10. Increase Provision of Environmentally Certified Products and Services
11. Use Environmentally Certified Cleaning Products
12. Discontinue the Use of Cosmetic Pesticides on Landscaped Premises