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100 Spas & Salons Pledge to Go Green Beginning June 5, 2009, World Environment Day

CHICAGO (June 2, 2009) – Some spas and salons aren't the most eco-friendly places (think water treatments, heated towels, and bottled water galore), but beginning June 5, 2009 in honor of *World Environment Day*, 100 of the nation's beauty destinations have pledged to go green during PrettyCity.com's first annual [green and gorgeous](#) campaign.

June 5 through June 30, participating spas and salons have committed to PrettyCity.com's [green and gorgeous guarantee](#), pledging to conserve water and energy, recycle, incorporate green products into services and create signature treatments with a reduced negative impact on the environment.

And while these businesses unite to go green, consumers benefit by saving some serious green; all green and gorgeous services are discounted and specially priced at \$39 and up.

Plus, while supplies last, consumers who book green and gorgeous services receive complimentary eco-chic tote bags crafted of *100% recycled post consumer plastic* (as in those aforementioned water bottles) that read "tote-ally pretty". The recycled tote is ideal for grocery shopping, beach going and beyond. To make the totes, plastic water bottles are cleaned, smashed, recycled and spun into fabric, turning what was once waste into something pretty and eco-friendly. (Did you know that, according to *Time Magazine*, the average family of four in the US uses 28 plastic bags per week?)

PrettyCity.com founder Carolyn Brundage says the green and gorgeous campaign was inspired by the desire to help traditional spas and salons take small steps to become more eco-friendly. "Being environmentally conscious can seem like a huge undertaking, but we wanted to stress that it doesn't take huge changes to make a big difference. You just have to start somewhere."

For example, by encouraging participating salons and spas to abandon the use of bottled water during this campaign as well as distributing totes that are call upon recycled water bottles, PrettyCity.com hopes to drastically reduce landfilled water bottles; currently 8 out of 10 water bottles are landfilled according to [earth911.com](#).

For more information on PrettyCity.com's green and gorgeous campaign, visit www.PrettyCity.com/green or e-mail cbrundage@prettycity.com.

About Pretty City, Inc.

PrettyCity.com is a beauty, leisure and wellness website devoted to making women everywhere prettier in some small way and richer in many big ways; by saving them money on the products and services they need to look and feel their best. The site boasts a comprehensive database of the country's top spas, salons medspas and more including editorial reviews, reader reviews and service discounts plus product reviews, beauty trend stories and more.

"PrettyCity.com aims to save women everywhere from paying big bucks for brassy highlights from a snooty stylist or wasting money on a pricey eye cream that breaks its promises and the bank," says site founder Carolyn Brundage.

Brundage, a respected beauty expert, author and entrepreneur, founded Pretty City, Inc. in 2001 with the belief that, "Women can achieve more when they feel great about how they look and being your prettiest self is something to be proud of." Since launching PrettyCity in 2001, Brundage has penned over 750 beauty and style columns and reviewed over 10,000 beauty products.

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