



Not only is being green good for the environment, it makes good business sense. These ST200 honorees implement green practices in every way, from the construction of their location to their operations to the philanthropies they support.



## Aveda Academy Denver, Pure Talent Salons

Denver, CO  
avedaacademydenver.com  
Kevin and Tiffany Krauklis  
**SQUARE FEET:** 9,100 (3,500: Professional/3,000: Pure Talent/2,600: Masters)  
**TOTAL EMPLOYEES:** 78  
**2008 ENERGY COST PER SQ. FT.:** included in lease  
**AVERAGE CUT & STYLE:** \$45  
**BEST-SELLING RETAIL LINE:** Aveda  
**COLOR LINE:** Aveda  
**SALON SOFTWARE:** SalonBiz  
**ASSOCIATIONS:** NCA, PBA

"We do 'Green for Jean' every Saturday to raise money for some local environmental initiatives. Clients always notice the staff is in jeans instead of our usual black dress code, and they'll make extra donations for the project we are raising funds for."

## Entourage Salon and Spa

Sheboygan, WI  
entouragesalonandspa.com  
James and Janelle Goking  
**SQUARE FEET:** 5,500  
**TOTAL EMPLOYEES:** 32  
**2008 ENERGY COST PER SQ. FT.:** \$1.68  
**AVERAGE CUT & STYLE:** \$27  
**BEST-SELLING RETAIL LINE:** Aveda  
**COLOR LINE:** Aveda  
**SALON SOFTWARE:** Harms/Millennium

"As part of our continuing efforts to be an environmentally friendly business, we are transitioning from halogen lighting to LED technology. This is good for the environment from an energy savings standpoint and good for our bottom line with estimated yearly savings of \$2,427 in energy costs."

## Jerry Heston Hairdressing

Louisville, KY  
jerryheston.com  
Jerry and Margaret Heston  
**SQUARE FEET:** 3,000  
**TOTAL EMPLOYEES:** 19  
**2008 ENERGY COST PER SQ. FT.:** \$3.80  
**AVERAGE CUT & STYLE:** \$44  
**BEST-SELLING RETAIL LINE:** Aveda  
**COLOR LINE:** Aveda  
**SALON SOFTWARE:** Mikal  
**ASSOCIATION:** PBA

"This year, our feet did the walking for Earth as 17 of our employees participated in the Walk for Water campaign. Our three-kilometer walk, supported by an in-salon basket raffle and discounts on brow and waxing service for a \$10 donation, raised more than \$3,000 for the initiative."

## Landis Lifestyle Salon

Salt Lake City, UT  
landissalons.com  
Richard Surber  
**SQUARE FEET:** 4,000/2,000 (two locations)  
**TOTAL EMPLOYEES:** 40  
**AVERAGE CUT & STYLE:** \$47  
**BEST-SELLING RETAIL LINE:** Aveda  
**COLOR LINE:** Aveda  
**SALON SOFTWARE:** SalonBiz

"Our vision of environmental sustainability is evident in all aspects of business: reclaiming a turn-of-the-century building; utilizing green building materials, such as bamboo and recycled rubber; use of natural light as much as possible; use of low-energy appliances; motion-controlled, low-flow faucets; a purified water system; and recycling of 50% of waste."

## Paris Parker

Hammond, LA  
parisparker.com  
Neill Corporation  
**SQUARE FEET:** 6,831/8,755/1,972/3,319/2,319/8,950/2,807/1,732/2,637 (nine locations)  
**TOTAL EMPLOYEES:** 282  
**2008 ENERGY COST PER SQ. FT.:** \$3.92  
**AVERAGE CUT & STYLE:** \$59  
**BEST-SELLING RETAIL LINE:** Aveda  
**COLOR LINE:** Aveda  
**SALON SOFTWARE:** SpaBiz  
**ASSOCIATIONS:** I/SPA, NCA, PBA

"Paris Parker salons and spas are built and refurbished with environmental sustainability every step of the way. Newly built salons are outfitted exclusively with LED light fixtures and painted with low-to-zero VOC paint. All locations use Etopa furniture manufactured in a zero-waste facility from the by-product of harvesting rubberwood."