



Eight Ways to Start Going Green

by **BIOTONE** | Tue, Jan 5, 2010

How green is your spa? You may already be asking yourself that question and chances are it's an issue of importance to many of your environmentally conscious clients. Once you start thinking green, it will affect every aspect of your business. However the transition can be gradual and you can start with some basic steps.

Cut down on water usage: One way to do this is to install [low-flow faucet aerators](#), which can reduce water use in your spa by as much as 50 percent. Also consider new spa body treatment products such as [BIOTONE Body Lush Hydrating Wrap](#) that enable you to offer traditionally wet room treatments in a dry environment. The products remove easily with a warm, damp cloth in one or two passes so that you reduce your water consumption.

Eliminate plastic water bottles: Although many plastic bottles can be recycled, millions end up in landfills. Furthermore, they do not break down naturally and they release harmful chemicals when they decompose. Offer your clients filtered water in re-usable cups or glasses.

Offer organic products: Give your customers some organic product options both in their treatments and at retail.

Incorporate energy efficient lighting: The government is moving to make us all more efficient in our lighting usage. New efficiency standards under the [2007 Energy Act](#) will render most incandescent bulbs unmarketable by 2014. Australia has already implemented a ban on traditional incandescent lighting and Canada and the EU also are phasing out these old bulbs. Though the new energy efficient compact-fluorescent bulbs (CFL) and light-emitting diode (LED) bulbs may be more expensive, they use 75 percent less energy and each lasts as long as 10 incandescent bulbs.

Reduce paper usage or go paper free: Everyone is online these days especially with the popularity of social media to communicate with friends, family and business associates. So no one will object to getting a gift certificate online, which they can download and print when they are ready to use it. Also put client files online and email appointment reminders.

Use environmentally friendly cleaning products: You'll want to be sure your cleaning products have no chemical scents and are biodegradable.

Use sheets, towels, and robes made with natural fiber cloths and fabrics: Organic cotton is very common but you can also choose from bamboo, soy, modal (cellulose fiber made from beech trees) and silk blends.

Recycle: Recycle and use recycled materials whenever possible.

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