

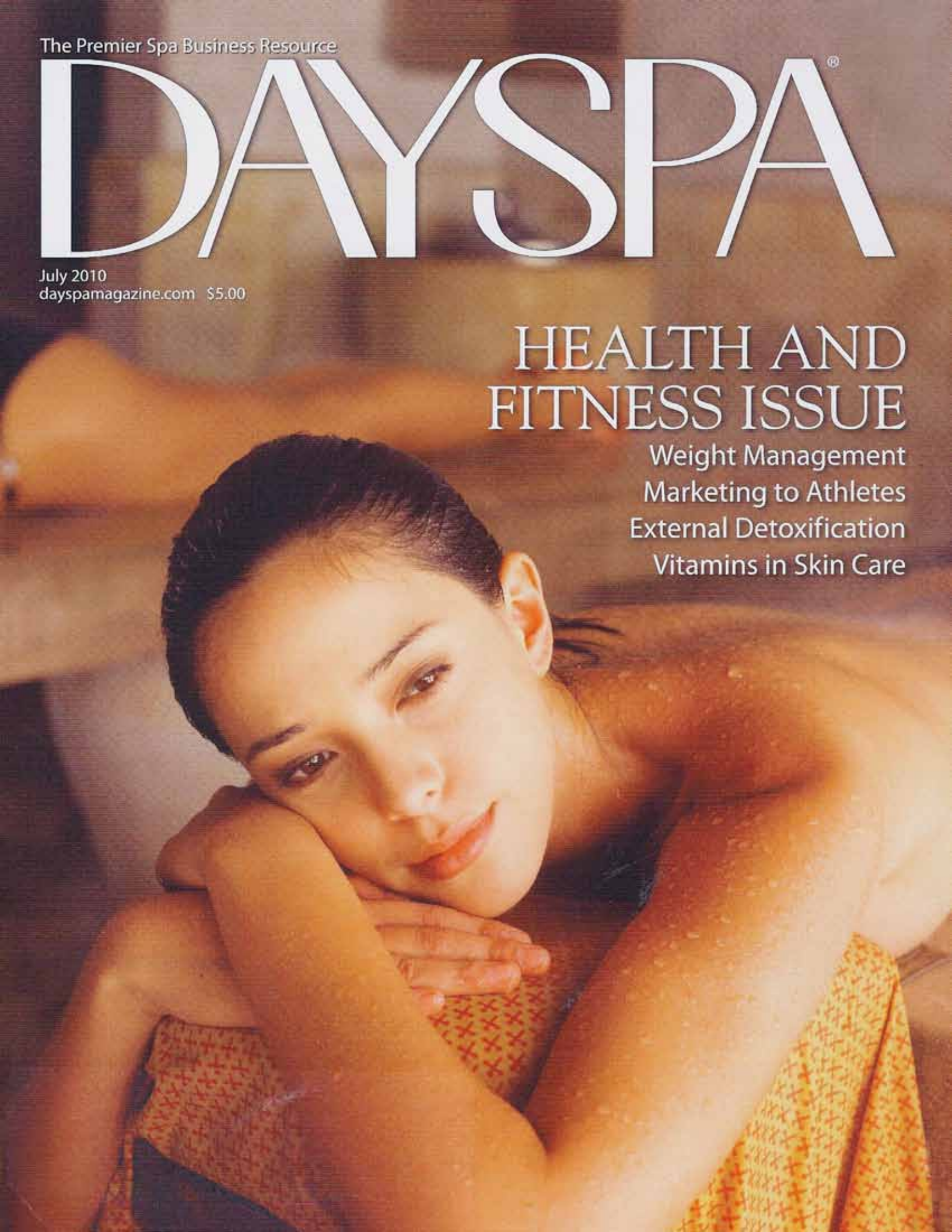
The Premier Spa Business Resource

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BEAUTYetc.

Beauty Etc. is THE digital magazine for pro makeup artists and beauty aficionados who live, breathe and love cosmetics.

Beauty Etc.'s dynamic digital format makes learning about cosmetics more exciting, more real, more relevant than any other makeup magazine, website or blog.

- Gain access to videos and audio clips of today's brightest beauty-makers and their best makeup tips
- Compare products and purchase items with a single click
- Create and share your own beauty lookbook
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- And much more!

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IN THE NEWS

Recycling Rules

Spas and salons have long been yearning for easier ways to recycle packaging and product materials. **Norlab USA** (depilarsystem.com) is now helping spas and salons think globally and act locally through a new recycling incentive program.

To encourage proper disposal of the company's newly launched enzyme-based hair removal treatment, the Depilar System, Norlab USA is offering customers a 10% discount on future orders when they return empty, used packaging and product materials. The company will then recycle all materials according to standards set forth by the United

States Environmental Protection Agency (epa.gov). Plus, it'll pick up the shipping charges for all participating spas and salons.

For more information, visit the company's website.

For national recycling guidelines, visit earth911.org.



The **ZOLD Eco-Sales Agency** (zoldusa.com), which represents organic and natural brands such as Head Organics (headorganics.com), Pure & Basic

(pureandbasic.com) and Yum Gourmet Skin Care (yumskincare.com), has launched an Eco-Beauty Recycling Program. In partnership with the brands it represents, ZOLD will work with retailers and consumers to recycle every container and package the company produces. The goal is to dramatically reduce the amount of bottles and containers being sent to landfills every year.

The company (Zold means "green" in Hungarian) will provide the recycling bin and the signage at each reseller's location for the return of bottles, packaging and any other recyclable materials. ZOLD is offering a \$1 rebate to clients for every container they recycle. Clients can then put those rewards toward purchases of ZOLD products. Retailers will receive a monthly reimbursement equaling the rebates given.

"What's great about this program is that no refilling or reusing is required, so there's no danger of contaminating products," says ZOLD president Rob Siegmund. "The Eco-Beauty Recycling Program is a terrific way to not only reward our clients for doing their part, but to also increase the demand for the reseller's line of eco-products. It's good for our customers, their businesses and, most importantly, the environment."

To find out more about ZOLD retailers and brands, visit the company's website.