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FAB Launches Green Conscious Salon Certification
~Florida Salons Receive Opportunity to Become Certified Green Conscious~

Tallahassee, Fla.— With the consumer push for greener, cleaner and more eco-friendly businesses growing, many businesses are looking for opportunities to show their environmental commitment to consumers. In an effort to provide Florida's salons the possibility to collectively contribute to the green movement, The Florida Association of Beauty Professionals (FAB) launched a new, industry-wide certification program that will allow environmentally friendly salons to demonstrate their commitment to the industry and consumers. The *FAB PRO Green Conscious Salon Certification* is an effort designed by the industry and for the industry to help direct and encourage salons to decrease both their carbon footprint and save money by reducing energy costs.

“Until now, salons have not been provided an opportunity or encouraged to become greener and more eco-conscious,” said FAB President/CEO Rick Wallace. “The *FAB Pro Green Conscious Salon Certification* is another example of industry self-regulation, which has proven to be successful in other industries.”

The *FAB PRO Green Conscious Certification* is intended to distinguish those businesses that are implementing procedures, technology and practices that are eco-friendly. In order to become *FAB PRO Green Conscious Certified*, a salon must meet the established criteria. These criteria include satisfactory completion of three core activities, which represent a minimum of best management practices and include communication, commitment and waste reduction. In addition, salons must demonstrate successful completion of two additional optional activities and one salon-specific activity.

“We designed the certification so that it would push salons beyond what they were currently implementing,” said Joanne Powers, Chair of the Executive Committee. “In order to become and stay certified, salons will have to continually move towards greener, less-toxic and more environmentally friendly practices. “

FAB's goal with the *FAB PRO Green Conscious Salon Program* is to increase awareness and support for businesses that are taking steps to become more environmentally friendly. The designation process has been created to help encourage and reinforce sustainable behaviors that lead to positive results for the environment.

For more information on the *FAB PRO Green Conscious Salon Certification* or to download an application, please visit FAB online at www.FABprofessionals.org.

FAB Professionals is a non-profit association that represents licensed salons, spas, schools, industry professionals and students. FAB Professionals' mission is to provide strong industry leadership by bringing a unified voice for legislative representation and to

provide quality services and programs for members to grow and prosper. To become a member or learn more about member benefits and programs, visit www.FABpro.org.

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Download the FAB PRO Green Conscious Salon Certification