

FOR IMMEDIATE RELEASE:

Going green is the new gold standard in business...

And interestingly enough, the spa and aesthetic medical industry has known this for the past five years!

Cheryl Whitman, founder of *Beautiful Forever* the leading aesthetic business consulting firm in the United States, explains: "Spas and aesthetic practices don't have the time or the inclination to deal with loads and loads of paper. The fact is, it becomes too cumbersome from a business standpoint to purchase, manage and store the mounds of paper that a single two or three room facility can create. By the time a single piece of paper is purchased, printed, taken through to its natural usefulness and stored, that single piece of paper can end up costing a business a small fortune, and if copies have to be made of that single page, the cost involved gets exponentially higher."

Cheryl says that these types of businesses have historically had an inherent concern for the environment. Low impact, renewable energies, and an overall 'greening' of the entire spa and aesthetic medical concept have been slowly and gradually implemented across the country over the last five years. "Clients in the aesthetic industry want to ensure that they are having the most minimal impact possible while at the same time being able to take care of themselves. The notion of guilt free pampering is growing."

Cheryl believes that practically every other type of business could take the aesthetic industry model and use it to their advantage when it comes to greening up their businesses. 'The fact is nowadays when you save a tree or don't need to buy inks that will only end up in a landfill, the word green begins to refer to how much more money can be made available to your endeavors.'

So what are some of the top examples of costs and how this impacts a company's bottom line? The ink in your computer printer is among the world's most expensive liquids, with a price per ounce outpacing brand names like Dom Perignon Champagne, and dwarfing household products like milk. See how it stacks up, in price per ounce:

- Printer ink: \$60.88 Dom Perignon: \$4.53 Milk: 3 cents
Source: San Francisco Chronicle
- The U.S. pulp, paper, and paperboard mill industry is comprised of approximately 270 companies with combined annual revenue in excess of \$70 billion.

How to save? Here are some ways!

- 50% by using duplex (two-sided) copying.
- 30% a year by installing software that eliminates unnecessary printout pages.
- 15% by using the Arial Narrow font.
- 30% of billing related costs by switching to electronic payment and billing services.
- 40% of overall document-related costs by implementing a digital document management solution.
- 89% by sending and receiving faxes directly from your computer.

FOR MORE INFORMATION, PLEASE CONTACT:
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