



Green Feng Shui™ Consulting

For Immediate Release

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Arame Salon & Spa in Port Jefferson Embraces Green Feng Shui™ Design

Port Jefferson, NY – May 15, 2009 - The word “green” has taken on a new meaning in the American vernacular. The talk of “going green” is everywhere -from Wall Street to Main Street, from local fairs to national trade shows, from public relations “green-washing” to true reinventions of business.

Local salon owners Phyllis and Ron Schlumpf are among those that have truly made a commitment to reinvent their business to become more “green” in every way they could. In May of 2008, they made a decision to renovate and re-name their salon and shift the paradigm they had been accustomed to working within during the last eleven years. In creating Arame Salon & Spa they had to work within the limitations of a lease agreement in their building. With the approval of the property-owner, they invested heavily in exterior and interior surface modifications and in the products and services they provide to Long Island’s North Shore.

"Phyllis and I have lived green for years and it just seemed to be a perfect time to introduce green practices into our business", says Ron. "Incorporating Feng Shui seemed like the perfect complement to our sustainability mission - to make our staff and clients feel the best they possibly can."

Understanding that to establish a true earth-friendly environment also meant to create a healthy, harmonious space, Phyllis & Ron desired to incorporate ancient Feng Shui principles into the new design.



To help with the transformation, Phyllis and Ron brought in Maureen K. Calamia, a consultant that does Green Feng Shui™. Founder of Luminous Spaces (www.luminous-spaces.com), Maureen helped to guide the entire renovation process – from color, texture, placement, graphics, green and sustainable renovation products, and the use of the 5 Chinese elements to create a balanced space that promotes a feeling of relaxation and peace.

“Green Feng Shui design incorporates the ancient principles of balance and harmony through Feng Shui and the earth-supporting elements of modern green and sustainable

design”, says Maureen. “And using eco-friendly materials greatly enhances the serenity and experience of the salon and works so well in this space.”

Feng Shui, being the original Green Movement according to the International Feng Shui Guild (www.ifsguild.org), is about harnessing the energy of the heavens and earth to create built environments that closely mimic the harmonious, balanced, life-giving force experienced in nature. Green Feng Shui design principles strive to minimize the buildings impact on the earth through the use of products that have a combination of green factors.

Contrary to what many think about green products, there are wide variations of what is considered green. Products can fit any one or a combination of the following factors:

- Made out of recycled content, therefore reducing landfill waste.
- Of a sustainable resource therefore will not deplete what will take hundreds to millions of years to re-create.
- Throughout its lifecycle (“cradle to grave”) the product has a low impact on the earth and/or is non-toxic, therefore is a healthier alternative. Some products are only low impact or non-toxic in one or two stages of its cycle.
- A natural material which restores the electrostatic balance (increases negative ions that have positive health effects) in a room. Wood flooring and organic rugs are two examples that would fit this definition.
- A local resource that cuts down on greenhouse gas created by transportation.

Determining the best products to fit the aesthetic, budgetary and green needs are some of the challenges the team had to balance in creating this environment. In addition to considering what materials to incorporate, the team had to consider what materials would remain. With any green renovation project there is a balance between getting the most life out of the current material and replacing it with more earth-friendly products.

“It isn’t very ‘green’ to tear everything out and dump it in a landfill,” says Maureen. So green renovation has many educated decisions that must be considered carefully, including budget and product availability.

Going green wasn’t an easy decision, but owners, like Phyllis & Ron have several reasons to move to a more earth-friendly business:

- (1) Concern about the environment - Recognition that traditional salons dump many toxic chemicals into the local water system and contribute to landfills
- (2) Concern about the health and wellness of their clients
 - *The average American spends 90% or more of their time indoors. Levels of indoor pollutants may be two to five times higher, and occasionally more than 100 times higher, than outdoor levels. (source: go-green.com)*
 - *The World Health Organization cites stress as a global epidemic: “Chronic . . . (stress) is potentially very destructive and can deprive people of physical and mental health, and at times, even of life itself” (source: Stress Management in Disasters)*
- (3) Concern about doing their part

How Arame has transformed their business into a Green Feng Shui environment:

Building Products - From sustainable natural cork flooring and bamboo wall covering to “low VOC” paint and natural light fluorescent lighting (what is this called?), Arame has created a new interior space that minimizes its impact on the earth. Repainting the exterior vinyl siding has increased the longevity of the current siding and has minimized the waste had they decided to re-side the building. Stamped concrete on the exterior entryway was an efficient option due to it’s durability and cost.

Hair & Body Care Products – Botanically-based Aveda product line.

Business Practices – Arame Salon & Spa uses only recycled paper for their marketing materials and have instituted their own recycling program. Even the disposal of hair, typically dumped into landfills as garbage, is being recycled in composts as an organic substance. They use an organic cleaning service to keep their salon pristine.

Community Support – Ron and Phyllis are proud corporate sponsors of Sweetbriar Nature Center in Smithtown a private not-for-profit organization dedicated to nature education and wildlife rehabilitation services.

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