



## NEWS RELEASE



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### **‘O’ WAY COIFFURE SPA RECEIVES IGBC GREEN BUSINESS CERTIFICATION**

The Institute for Green Business Certification (IGBC) announced today that ‘O’Way Coiffure Spa, a hair salon and spa that specializes in organic hair, face and body-care products and services, in the city of Montreal, province of Quebec, has passed a comprehensive green audit and achieved the Institute’s “Green Business Certification”.



‘O’ Way Coiffure Spa, founded by Patricia Soussana, provides a full line of natural hair colors and dyes, hair treatments, make-up and body-care products and services that come in eco-friendly packaging. ‘O’ Way Coiffure Spa believes that eliminating harsh chemicals such as ammonia, parabens, SLS, artificial fragrances and petroleum-based ingredients from commonly used beauty products and replacing them with naturally derived, plant-based and certified organic ingredients ensures healthier hair, skin and body while preserving the environment. The elimination of superfluous and unnecessary packaging as well as the use of 100% biodegradable bottles makes the salon virtually waste-free.

Philippa Settels, IGBC’s Eastern Canadian representative, said it is amazing to see hair and skin products being formulated without the use of harsh chemicals, such as the traditional ammonia, found in most dyes at conventional salons, which have been related to many health and environmental issues. Philippa said she is very pleased that ‘O’ Way Coiffure Spa has completed IGBC’s green audit, achieved certification and is located in her hometown of Montreal, Quebec. “People here are becoming increasingly conscious of the environment and the need to live and work in a healthier and more sustainable way – and I’m certain that many businesses in the metropolitan area will soon follow the example of ‘O’ Way Coiffure Spa to gain their green certification,” she said.

IGBC President, Garry H. Peterson, compliments the company for their high standards and commitment to the community’s environmental health and well-being, and he congratulates them for achieving Green Business Certification. “‘O’ Way Coiffure Spa is a leader in the environmental movement and the survival of our world,” Peterson said.

The Institute for Green Business Certification (IGBC) is the first international organization of its kind to certify businesses’ environmental practices. It uses a comprehensive Green Audit that is becoming a model for what it means to be a “green business”. The Green Audit evaluates a business in 10 different categories. IGBC’s certification process has been used by small, medium and large companies alike.

IGBC provides consulting to businesses and organizations regarding environmental management and sustainability. IGBC is accredited with the Better Business Bureau (BBB®). For more information, please visit: [www.gbcertified.ca](http://www.gbcertified.ca)

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