



NEWS RELEASE



L'Autre Couleur



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L'AUTRE COULEUR RECEIVES GREEN BUSINESS CERTIFICATION

The Institute for Green Business Certification (IGBC) announced today that L'Autre Couleur, in the city of Montreal, province of Quebec, has passed a comprehensive green audit and achieved the Institute's "Green Business Certification".

L'Autre Couleur is an online eco-store, co-founded by Emie-Claude Lamoureux, which provides entirely sustainable and ethically-sourced Canadian products. Their aim is to bring forth all of the conditions involved in the fabrication of the products they sell, not just the end result with an "eco" stamp on it. Every product is thoroughly researched, from beginning to end so as to discover where and if the ingredients were ethically-sourced, how they were manufactured, why and how they are sustainable and of course their efficiency. They also write and document sustainability stories, helping their community learn and grow in the right direction towards sustainability. At L'Autre Couleur, they believe being eco-conscious is not simply a trend, but rather a 21st century lifestyle that requires a firm set of values and objectives for making our world a cleaner place.

"I find it inspiring to see an online eco-store such as L'Autre Couleur choosing to adopt a green policy by supporting and creating alternatives through the use of organic, natural and all Canadian-made products. The link between the use of chemicals in the production and manufacturing of products, and evidence of the impact on health and the environment have been established. L'Autre Couleur's formula proves that shopping can be done differently by offering safer and more eco-conscious alternatives for everyday items." explains Philippa Settels, IGBC's Canadian Division Director. "What better way for Ms. Lamoureux to authenticate her green efforts and her environmental and social commitment by becoming certified and recognized for the implementation of ecological practices within her business?" Mrs. Settels added.

She is also very pleased that L'Autre Couleur has completed IGBC's green audit and achieved their certification with flying colors. "People are becoming increasingly conscious of the environment and the need to live and work in a more sustainable way – and I'm certain

that many businesses in the Montreal area, will soon follow the example of L'Autre Couleur to gain their green business certification," she said.

IGBC President, Garry H. Peterson, compliments the company for its high standards and commitment to the environment's preservation, and he congratulates Ms. Lamoureux for achieving Green Business Certification. "L'Autre Couleur 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 covering 10 different categories of sustainability that is becoming a model for what it means to be a "green business".

IGBC provides consulting to businesses and organizations of all sizes and industries regarding environmental management and sustainability. For more information, please visit:

www.gbcertified.ca

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