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The Arizona Republic (Phoenix, Arizona) · Sat, Dec 27, 2008 · Page 322
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New hair salon seeks to be eco-friendly

By Allison Hamila
THE REPUBLIC | AZCENTRAL.COM

SCOTTSDALE — Maggie Fink thinks hair care in Scottsdale is seen as just another luxury.

She's hoping she can persuade consumers that isn't so with her new organic hair salon. Fink wants to make the experience a better, healthier, non-toxic one.

"I love making people feel good. But I can't do that if I know that what I'm putting on their hair isn't safe," said Fink, who is starting the business with Jessica Westlake.

Fink's salon, Green With Envy, has been built from the ground up using environmentally conscious materials and techniques, from the soy-based concrete stain on the floors to the recycled fixtures, low-flow toilets and LEED-certified building. She has even found a way to recycle the hair clippings using a non-profit called Matter of Trust, which uses them to make mats to clean up oil spills.

The salon will be a clean-air one, too, meaning no harsh chemical treatments, and the use of a non-toxic color line with lower amounts of ingredients such as hydrogen peroxide.

Fink chose to locate her new place across the street from the salon where she worked for six years. From the window of her previous salon, she saw the Optima Camelview Village in Scottsdale go up. She knew it was the place where she was meant to live out her entrepreneurial dreams. Optima is a multiuse development that includes shops and condominiums.

She had a soft opening last week, with a grand opening planned for Jan. 10.

Fink said she hopes opening her business in these rough economic times can inspire others not to be afraid to open businesses. Eco-chic is a trend that has consumers buying anything from bamboo yoga pants to burlap and muslin handbags. And eco-friendly salons are not uncharted territory in the U.S.

Julie Ebner, owner of juju Salon & Organics, opened her organic salon in 2005 in Philadelphia and has since expanded it to include a spa.

Ebner believes people are more health- and planet-conscious now and need to be given options.

"Our power is in our wallets, we choose what we are going to spend our money on," Ebner said.

Despite success, every business can be susceptible to a dwindling economy. Moss Wellness Spa, a Scottsdale eco-luxury day spa, has closed.

There is still a demand for eco-friendly techniques in Arizona, however. Organicures Nail Spa has seen its client list grow since its 2007 opening, according to owner Deni Sheldon.

"It was a niche that hadn't been filled," Sheldon said about her Scottsdale salon, "and something people were ready for."

Fink hopes clients are ready for her approach to the salon.

"I just want people to see my passion ... that it's not money-driven and not a fad," She said. "It's a life-changing decision. I want people to have a choice."



MICHAEL CHOW/THE REPUBLIC

Maggie Fink (right) and her business partner, Jessica Westlake, are planning the grand opening of Green With Envy, an organic hair studio in Scottsdale, for Jan. 10.

Green with Envy Hair Salon

What: Organic hair salon.

Owner: Maggie Fink.

Address: 7151 E. Rancho Vista Drive, Suite 107, Scottsdale.

Information: 602-885-1159.

Clipped By:
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Oct 18, 2024

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