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**FOR IMMEDIATE RELEASE**

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### **GREEN BECOMES SIGNATURE COLOR AT JOHNNY BUENO COLOR STUDIO**

**San Francisco, CA (April 1, 2010)** - The Johnny Bueno Color Studio is adding a new color to their palette – GREEN! In honor of Earth Month, Johnny Bueno Color Studio is taking the mantra “think green, think global, think local” one step further by incorporating a series of eco-friendly practices and products – even the hair is recycled!

Johnny Bueno, the owner of Johnny Bueno Color Studio, states. “Our mission is to provide the perfect beauty experience to our clients, but that expands beyond when they leave our studio. We have been striving to use eco-friendly products and supplies, and to reduce the waste of our salon so that we can leave our city and our planet clean, safe and beautiful.”

Throughout the month of April, they will be giving all customers who come in for a treatment a potted succulent in a recycled Jimmyjane EMBER Candle Container. This gift serves as a beautiful reminder to live eco-consciously today and every day.

Here are just a few of the steps being implemented at the salon:

- **Jimmyjane EMBER Gift** - All of the succulents in this gift are from clippings from their succulent garden and the pots are reused porcelain containers from Jimmyjane’s EMBER candles. They are finished with recycled glass; identical to the glass found in the installation in the studio. Johnny Bueno also offers EMBER Natural Massage Oil Candles for sale which are all natural, paraffin-free and lead-free, with natural cotton wick.
- **Recycled foils** - Johnny Bueno Color Studio is working with local scrap metal recyclers to donate all the used foils from highlights and color treatments.
- **Recycled hair** - That’s right! Johnny Bueno Color Studio has signed up to work with Matters of Trust in San Francisco and will donate all the hair left over from haircuts to this fantastic organization that turns them into mats used for picking up oil spills worldwide.
- **Water conservation** - One drop of water wasted every two seconds equals 4000 liters annually. The Johnny Bueno Color Studio has added flow reducers to all of the sinks in the salon. This reducer divides the water particles and mixes it with air to reduce the water used by the salon by 50%.
- **Eco Products** - Exclusive use of Kevin.Murphy hair products. The Johnny Bueno Color Studio is one of a select group of California retailers of the Kevin.Murphy line of products. The product is biodegradable, paraban and sulfate free. There is never any animal testing done by the company and the products are made with natural ingredients and essential oils. The packaging of Kevin.Murphy products is 100% recyclable and the Johnny Bueno Color Studio will accept the empty containers and recycle them for you.
- **Produce oxygen-rich air** - The oxygen produced by plants helps to balance out the carbon dioxide around us. As part of the initial design of the Johnny Bueno Color Studio, a shelf of succulents was incorporated all along the major wall of the salon. Succulents were chosen both for their beauty as well as their sustainability.

The Johnny Bueno Color Studio invites you to join them in their efforts to promote sustainability and eco-consciousness – not just for Earth Day but for every day.

**Johnny Bueno Color Studio:** is an intimate boutique hair salon situated in the heart of Union Square in downtown San Francisco. Services include hair color, cutting, styling and unique treatments like the Brazilian Blowout. For more information please visit us at <http://johnny-bueno.com>.

**Jimmyjane** is a design centric brand with a sexy twist. For more information on Jimmyjane please visit [www.jimmyjane.com](http://www.jimmyjane.com)

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