

“Gigi’s Salon is going green”

Never before in the history of mankind has the usage of toxic products in treatments by hair stylists and beauticians been more than it has been in the last decade. This phenomenon that many call the “toxicity of beauty” has a direct and harsh impact on our environment. R.Dzidzovic “Gigi” the Owner and Artistic Director of Gigi Salon and Styling Studio in Astoria, who has been in the hair styling business for the last thirty years was ready to make a change. “Over the last few years I have become more eco-conscious personally and I wanted this consciousness to encompass my salon as well” he says. He embarked on a mission to make his salon the first “green” one in the borough. That’s when he engaged Nadine Homann an interior architect and designer to help him with this endeavor. Ms. Homann is an Associate and Director of Interior Design at Meridian Design Associates, Architects, P.C. an internationally renowned architecture firm based in New York with offices in Miami and Geneva, Switzerland. Her experience includes various projects in the areas of retail, hospitality, corporate, residential and media/entertainment with prestigious clients like CNN, ABC Radio, ESPN, Charles Schwab, Godiva and Plaza Hotel amongst others. “My ultimate goal as a designer is to make a difference and enhance people’s lives. The green salon idea was especially near and dear to my heart as I could make a difference in my own neighborhood and for the environment at large” says Ms. Homann.

Both Mr. Dzidzovic and Ms. Homann had the same vision for the new salon - to provide excellent services using natural products in a “green” environment in accordance with the principles of sustainability. According to Ms. Homann, “in its simplest form sustainability can be defined as the process that lets the needs of the present generation be met without compromising the ability of the future generations to meet its needs”. The salon is proud of doing its part to “save the planet”. A great partner in this effort is Aveda, the global sustainable leader and first Beauty Company in the world and only the second U.S. Company in any industry to receive a Cradle to Cradle (C2C) sus-

tainability endorsement. Aveda’s products belong to the highest quality products in the beauty industry using only pure and natural flower and plant essences and supporting organic agriculture. Additionally all packaging is recyclable and Aveda is striving efforts to develop products and processes that conform to the world’s most advanced standards for intelligent design, sustainable stewardship and

This organization recycles hair clippings into oil spill hair mats which are used to clean oil spills in oceans and to enrich soils naturally. All magazines from the salon are donated to the Children’s Village, a non-profit organization from NY set up to educate children and develop artistic and expression skills in children from under privileged backgrounds. The salon recycles garbage to the fullest extent



reuse of materials. The salon is making all its effort to conserve energy, use of renewable energy and is currently purchasing its electricity used the salon from a wind-power based electricity provider. All new light fixtures in the salon are energy-efficient. Brochures and business cards are printed with soy ink on 100% post consumer recycled paper. The styling stations, reception desk and drying/ lounge furniture are made from recycled barn wood salvaged from construction sites. The salon donates hair clippings to an ecological public charity organization called Matter of Trust.

possible. Gigi quips “going green for us wasn’t just talk. It was a goal...a goal of promoting wellness for our clients by caring about our community and its people and respecting the planet that we all live in.”

“I am so proud of what we have achieved at Gigi’s Salon and Styling Studio. It is satisfying to know that we are making a difference. But this doesn’t just end here. I sincerely hope that other businesses will follow our lead and rethink the way they conduct their business” says Ms. Homann.

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