

FOR IMMEDIATE RELEASE:

Contact: Honi Borden CLS, LE

Derma Hair Care LLC

phone/fax: 703.241.4004

dermahaircare@gmail.com

www.DERMAHAIRCARE.com

Derma Hair Care LLC Receives Co-op America's Green Business Seal of Approval

(Falls Church, VA, May 2007) — Derma Hair Care LLC, a private Medi Spa in the DC metro area, has been recognized by Co-Op America as a GREEN business. Co-Op America describes GREEN businesses as those that "adopt principles, policies, and practices that improve the quality of life for their customers, their employees, communities, and the environment."

To earn recognition, Derma Hair Care LLC passed through Co-Op America's screening team to demonstrate 1) the company's familiarity with and commitment to social and environmental responsibility, and 2) significant action in terms of this commitment.

Derma Hair Care LLC became an organic medical aesthetics spa in March of 2007 after founder, Ommehoni Motarefi-Borden ("Honi Borden"), linked synthetic chemicals in household products to her husband's and son's skin irritations. After "discovering a whole new world of toxins" she spent months researching the best alternative organic products and processes and transformed her home, then her spa into chemical-free zones.

Recent exciting green developments at Derma Hair Care LLC have involved switching to socially responsible vendors. Credit card transactions are now processed through All American Merchant Financial Services (www.aamfs.com), a green company that gives 25% of profits to charity of choice. Honi has selected the Earth Conservation Corp (www.ecc1.org), as the beneficiary. Located in DC, the Earth Conversation Corp is a non-profit whose mission is to "empower our endangered youth to reclaim the Anacostia River, their communities, and their lives. Long distance services are now handled by BetterWorld Telecom (www.betterworldtelecom.com), another green company that supports social justice and sustainability by donating 3% of revenues to causes that benefit children, education and the environment. In addition, Honi purchases Renewal Energy Certificates (RECs) through 3 Phases energy (www.3phases.com) to neutralize the company's carbon footprint.

Derma Hair Care LLC recycles paper and plastic waste, and purchases recycled and environmentally-safe products for use in the office. The office material is printed on 100% recycled paper (including marketing collateral) and office printing employs soy-based ink.

The following Organic and Natural products for use in the Medi Spa as well as for retail: Suki pure Cosmetics, Farmaesthetics Bath products, Aubrey's Organics Shampoos and Conditioner, Gypsy's Organic Tea, Arbonne Detox Tea, Natracare Organic Feminine Hygiene products, Key Life International Vitamins, and ONE 100% Natural Coconut Water. The cotton balls and wipes used in procedures are chemical-free (Organic Essentials Cotton balls, rounds and swabs, and unbleached wipes) as well as the soothing aloe gel (Organic Aloe Gel). Organic fresh fruits, dairy and soy are used for the eco-delicacy facials. The towels, robes and sheets used by clients are made from organic materials (Coyuchi Organic towels, robes, & sheets), along with the custom made organic spa gowns made by Honi's mother, Feri Nesvaderani. The bathroom features Purely Cotton unbleached toilet paper, Marcal's unbleached paper towel, and Aubrey cleaning products. Even the candles that scent the spa are organic (100% Organic Soy "Dirt" Candles).

"Knowing that I can be a part of making people feel beautiful in the most holistic and natural way, while also taking small steps to help the environment, gives me great satisfaction."

Honi is a board certified laser specialist, licensed electrologist and clinical therapist. She holds a masters degree in Clinical Community Counseling from the Johns Hopkins University and founded Derma Hair Care LLC in 2006, (originally "Honi's Electrolysis"), after 15 years of being in the professional beauty industry and engaging in counseling work.

####

Founded by Honi Borden (CLS, LE) in 2006, Derma Hair Care LLC is now a green Medi Spa that combines organics with medical aesthetics. Honi and fellow trained aestheticians and massage therapists offer the following services: Laser Hair Removal, Vein Treatments, Collagen Enhancement, Pigment Lesion Treatment, Organic Facials and Massages, Thai Yoga Body Work, Body Detoxification via Aqua Detox, Herbal Spray on Tan, Microcurrent non-surgical Face Lift, Natural Eyebrow Tint & Styling, Sanitary disposable Hot Paraffin Treatment, Holistic Nutritional Counseling & FREE Seminars, Group Parties, Bridal Packages.

To schedule an appointment, call 703-241-4004 or email dermahaircare@gmail.com.

Location : 111 Rowell Court, Falls Church, VA 22046.

Hours of Operation: Mon/Wed/Thurs: 1pm - 8pm; Tues/Fri: 10am - 3pm; Sat: 9am - 4pm.

Visit www.DERMAHAIRCARE.com for more details.