



square footage: 1,000-2,000



Body del Sol Medical Spa
(www.bodydelsol.com), Fresno, CA

Owner/director of spa operations: Ayde Mendibles
Year founded: 2010
Square footage: 2,813

Body del Sol Medical Spa in California's Central Valley received the 2010 Mayor's Business Recycling Award for recycling product containers, providing slippers made from recycled rubber, and reducing water and energy consumption—which led to a major business boost. "As part of the award, the city paid for full-page advertisements in the local paper and numerous radio spots, so we've been fortunate to get exposure just for being green," enthuses owner Ayde Mendibles.

The spa's vibrant color scheme, including its lobby mural, comes courtesy of zero-VOC eco-friendly paint; linens, wraps and robes are made from organic or recycled cotton; and bath and steam shower towels are quick-drying to reduce machine time by 33%.

However, Mendibles is itching to do more. She plans to install tankless water heaters and convert as many appliances to solar energy as possible. Her goal is to incorporate a new green practice or feature every year, and ultimately affect her clients' choices.

"Once they become aware that we're a green spa, they really like the idea; they're amazed that we have cups and utensils made from corn!" she laughs. "Then they can apply some of our practices to their own homes or businesses, while feeling good about patronizing our spa."

Lessons in Eco-Logic

Spas across the country combine ingenuity and dedication in their commitment to preserve the environment. *By Tracy Mann*

Going green has gone from niche to mainstream, and spas, with their sharpened focus on wellness, are proving to be natural proponents of earth-friendly principles. According to 2010 figures from the International Spa Association (www.espaonline.com), 85% of today's spas employ environmental sustainability practices. Many owners have found that even simple steps can help reduce their business' impact on the planet, and that spa-goers are increasingly likely to choose a business that demonstrates its commitment to sustainability. In honor of Earth Month, we present a snapshot of what's being achieved around the country by salute-worthy spas that demonstrate extraordinary passion for the green movement.

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