

# New Earthwise Businesses

By Beth Casper

Special to the Salem Business Journal  
Green business owners in Salem are savvy enough to know that doing right by the environment also means doing the best for their customers.

Nowhere is that more evident than in beauty salons.

Roberta Olfert of Designer Cut on Bush Street SE has nine stylists in her salon. The shop features natural hair colors and products that reduce chemical waste.

“With the growing problem of chemically altered foods and products and the growing problem of chemical intolerance in people, it’s more important to reduce chemical use where we can,” Olfert said. “This will help give all of us and the generations to come a cleaner, healthier life.”

Erin Molyneaux of Phiz Spa on High

Street SE eliminated the tins, sticks, strips of paper and wax in favor of a biodegradable technique that removes hair. Her other products are all natural and generate little waste.

The hair-removal technique called sugaring reduced Phiz Spa’s waste by 99 percent, Molyneaux said.

“There are three ingredients: sugar, lemon juice and water,” she said. “It is antibacterial and hypoallergenic and completely biodegradable. The only waste I have at the end of the process is hair and a glove.”

Molyneaux also changed to an alternative for paraffin wax, which takes a long time to heat and must be tossed in the trash when it is done. The new product, Eco-fin, can be warmed up in the hot-towel cabinet so that it doesn’t take extra energy to

heat. And it is made of natural ingredients that can be massaged into the skin like a lotion.

“I’m interested in the long-term health of my clients’ skin along with the opportunities to reduce waste,” Molyneaux said. “When choosing a nail care line, I’m interested in the science of unnecessary toxins that the average person is unaware of consuming through a simple manicure or pedicure along with my vendors’ sustainability practices.”

Designer Cut and Phiz Spa may be the first green beauty salon and spa in Salem, but they will certainly not be the last.

Olfert said that other salons are taking notice and inquiring about getting EarthWISE certified through Marion County. The EarthWISE program is free and helps businesses recycle, save energy, reduce waste and much more. To earn certification, a business meets criteria in six areas.

“It feels good to lead by example for other salons as well as all who will become aware of what a difference we can make for now and the future,” Olfert said.

Designer Cut earned EarthWISE certification in 2012, and Phiz Spa in 2012. Phiz Spa was nominated for a Green Award in 2013 and 2014.

“As an entrepreneur, I am excited to be loud about these ideals,” Molyneaux said. “Choosing green service providers like Phiz Spa and Designer Cut for your beauty and wellness needs doesn’t have to come at a cost to our environment.”

The benefit isn’t just in knowing that their businesses are lighter on the envi-



**Phiz:** Owner Erin Molyneaux stands outside of Phiz Spa with her EarthWISE plaque.



**Designer Cut:** Designer Cut was recently recertified as an EarthWISE business.

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