



natural body
spa and shop

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FOR IMMEDIATE RELEASE

Newest Natural Body Spa & Shop Designed to Highest Environmental Standards

Awarded Platinum LEED certification by the U.S. Green Building Council

ATLANTA, GA (June 4, 2009) – Natural Body Spa & Shop continues to lead the way in environmentally sustainable business practices with the opening of the company's 12th Atlanta location in August, 2008. The spa has just been awarded Platinum certified under the U.S. Green Building Council's LEED (Leadership in Energy and Environmental Design) program. The first spa in the United States constructed and designed in accordance with the highest level of LEED specifications, the new location on Dresden Drive in Brookhaven features both a full-service Natural Body Spa & Shop as well as the company's newest concept, 10TEN Nail Bar.

A founding member of the Green Spa Network, an organization recognized as the premier resource for spa owners to learn more about implementing environmentally responsible programs, Natural Body is dedicated to environmental stewardship. This is always a key component in the planning, building, design and daily operations of each Natural Body Spa & Shop, as the company focuses on reducing the environmental impact of its operations while educating both its employees and guests.

The *LEED Green Building Rating System™* is a nationally recognized set of standards for green buildings based on performance in five key areas of human and environmental health: *sustainable site development, water savings, energy efficiency, materials selection and indoor environmental quality*. The U.S. Green Building Council administers the program and awards LEED certification only to developments & businesses that make exemplary strides to meet the high standards of the program.

"Reducing our impact on the earth is always at the forefront of our thoughts when designing a new spa location" said Cici Coffee, founder and CEO of Natural Body Spa & Shop. "With the opening of our latest spa and nail bar in Brookhaven, it seemed only natural that we should take our greening efforts to a higher level by developing the site to higher LEED specifications than any of our previous facilities. We are very proud to be affiliated with such a revolutionary program that creates awareness around the importance of being environmentally responsible and allows us to continue to set standards in the green spa industry."

Constructed by EarthCraft Certified Builder Dan Woodley Communities, the Brookhaven center where the spa and nail bar will be located is in a high-density, mixed-use development, chosen specifically for its proximity to a wide variety of resources such as mass transit, shopping amenities and green space. Kristen Ware of Ware & Associates Architects worked closely with the Natural Body executive team to maintain the integrity of the environmental efforts in the building process. For the spa specifically, efforts were made to incorporate regional building materials into the design of the location, including service room floors crafted of 50% post-industrial materials as well as flooring created from wood reclaimed from a 100 year old Georgia barn. In keeping with traditions at all other Natural Body spa locations, Conex Recycling is used to properly remove all recyclable occupant materials.

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Natural Body Spa coordinated with LEED Accredited Professional Holley Henderson to ensure the highest quality environmental efforts were instituted on this project. "When Natural Body approached me to collaborate on this venture, I initially told Cici Coffee that, because the company already takes such tremendous green initiatives, LEED certification would not be necessary," explained Henderson. "However, the fact that she was so determined to make this new location the most impressive example of a green spa speaks to the true environmental consciousness of the company."

Countless additional steps are planned to ensure the facility functions at the highest environmental efficiency. Several factors will focus on the fundamental role of water conservation including tankless water heaters, Energy Star washers and dryers, as well as the signature 10TEN alabaster foot basins which use half the amount of water as standard industry basins. Electrical power will be offset using hydro power credits, a renewable power source. LED (Light Emitting Diodes) light bulbs will be instituted in the majority of the spa; and in all other areas, fluorescent lighting will be used as a low energy option.

Aside from the impressive environmental accolades, the Brookhaven Natural Body offers a range of other new features. The shop area of the facility will feature an extensive version of offerings seen in other Natural Body locations; shoppers will find a larger selection of clothing and jewelry as well as expanded spa lines, including massage tools and locally made body care products.

About Natural Body:

A full service "green" day spa and retail shop, Natural Body takes seriously its all-natural approach to services. All services also incorporate water, taking to heart the very essence of spa: "sanitas per aqua." In addition, natural skincare, available through retail and incorporated into spa services, includes Natural Body's proprietary lines, Australian-based Jurlique, and the herbal Naturopathica line. Natural Body is the exclusive retailer of Naturopathica in Atlanta, Raleigh, Jacksonville and Memphis. Another staple of all Natural Body Spas is The Blending Bar, featuring essential oils to custom blend for the ultimate aromatherapy experience. Since its inception in Morningside in 1989, Natural Body Spa & Shop has expanded to 11 locations in Atlanta, and 21 in the Southeast. For more information, visit www.naturalbody.com.