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May 1, 2012

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### **Beauty Brigade in Princeton Where Recycling is Fashionable**

Going green is not the only trend. Repurposing beauty products has a whole new look to throw always like lipstick cases, mascara tubes and even eye shadow cases. Like a new hairstyle transforms the look of a woman, hard to recyclables can be transformed into attractive trash cans, benches and even bike racks.

Copper River Salon & Spa is bringing recycling to a whole new level in Princeton. Partnering with Tom Szaky, TV's Garbage Mogul and founder and CEO of Terracycle, salon diva Barbara Weigand has launched the new Beauty Brigade on Moore Street to collect traditionally non-recyclable goods including bronzer cases, foundation packaging, body wash containers, soap tubes, soap dispensers, lotion dispensers, shaving foam tubes (no cans), powder cases, lotion bottles, chap stick tubes, lotion tubes, face soap, face lotion jars, eyeliner cases, eyeliner pencils, concealer tubes, concealer sticks, lip liner pencils, hand lotion tubes, hair gel tubes, hair paste jars.

"Every day we have the privilege of bringing out the best of the women and men we serve. We want to continue that commitment to help bring out the best we can for the environment we live in" says Weigand. "How terrific is that that people can drop off their beauty products here and we can, in turn, help them be re-created into benches and bike racks for playgrounds and schools. "

Weigand sponsors a drop off site at her salon and invites everyone local and visitors to save your beauty products and drop them off to their Copper trash bin at the shop. "Our clients really appreciate that we are sensitive to contributing positively to the environment. Many of our clientele are very eco-conscious." Adds Weigand.

Internationally renowned Trenton based Terracycle, offers national programs to collect previously non-recyclable or hard to recycle waste recycled and turned into a variety of plastic products such as plastic trash cans, water cans and park benches as well as their trademark repurposing of juice bags into bags and pouches.

Copper River is hoping to expand their Beauty Brigade campaign to local schools, the downtown and to Princeton students in the fall.

For more information on recycling beauty products, contact the salon at (609) 921.2176 or visit their website at <http://www.copperriversalonandspa.com>. "Don't forget to bring your empty shampoo and conditioner bottles too" says Weigand.