



Alchimie Forever Announces its Eco-Week Sustainability Outreach Programs

Alchimie Forever is committed to making the world a more beautiful place, not only through physical beauty, but also through beauty of our surroundings. In that vein, the company is promoting various programs to Reduce, Reuse, and Recycle its carbon footprint and packaging.

Ada Polla, president and CEO of Alchimie Forever explains, "Nature has always been a foundation of our brand: We go back to nature to extract the most powerful plant antioxidants and incorporate them into our formula. Trees, specifically, are a recurring theme in our brand's heritage. We use trees in our products and in our spa design in Geneva, Switzerland, and our showroom in Washington, DC, as well as on our packaging. Building on this legacy, we have recently intensified our actions on behalf of the environment by partnering with the Arbor Day Foundation and are strengthening our environmental commitment to sustainability. Specifically, we are proposing a week of sustainable initiatives between Earth Day (April 22) and Arbor Day (April 29), 2011. Welcome to Alchimie Forever's Eco-Week!"

Reduce

During Eco-Week, to reduce our carbon footprint and further support the Arbor Day Foundation, we will plant one tree for every product sold on our website. In the same vein, we pledge to save 2,500 square feet of rainforest for every wholesale order we receive during the week, also through our collaboration with the Arbor Day Foundation.

Reuse

We will hold a week-long Facebook contest promoting the reuse of our empty Alchimie Forever jars. Our Facebook fans will be asked to submit photographs illustrating how they reuse our jars. The winner of this reuse contest will receive a \$500 gift certificate towards future purchases of Alchimie Forever products.

Furthermore, throughout the week we encourage our customers to stop by our Washington, DC showroom with empty or somewhat empty jars. Through our Refill & Reuse Deal we will refill your jar with the appropriate product.

Recycle

To facilitate the recycling of our packaging, we ask that our customers bring their empty Alchimie Forever jars, tubes, boxes to our Georgetown showroom. One packaging item will yield a 10 percent discount on a purchase; two will yield a 15 percent discount, three a 20 percent discount, four or more a 25 percent discount.



According to the U.S. Department of Labor, between 2008 and 2018 employment in personal care and service occupations is projected to grow by 20 percent. Skin care specialists are predicted to experience 38 percent growth. Massage therapists and nail professionals will experience 19 percent growth. Over the 10 year projection period more than one million jobs will be added to the beauty industry.

