



**For Immediate Release
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Can A Manicure Help Save the Planet?

Can a manicure help save the planet? It can, if you're using the new nail lacquer called "Aware", created by SpaRitual to benefit the world's largest environmental education program, the Go Green Initiative, founded by Jill Buck. Two California moms have teamed up to help children across the U.S. and around the world learn about the environment.

[Click here to see a video clip with Shel and Jill explaining the Aware Campaign. Video produced by \[Global Broadcast 4 Kids\]\(#\)](#)

Over 1.5 million students and teachers in the U.S. and around the world are a part of registered Go Green Initiative schools. This program which began on Jill Buck's kitchen table in 2002, is now the fastest growing environmental education program in the world. By promoting environmental stewardship on campuses from pre-schools through universities, Go Green works to involve families, businesses and local governments in the common goal of protecting human health through environmental stewardship. Since its inception in July 2002, the Go Green Initiative has been endorsed by the National School Boards Association, National Recycling Coalition, adopted by eight State PTA Boards, implemented in 48 states and over 1200 schools, along with schools in Europe, Mexico, Asia and Africa. And best of all...the entire program is FREE to all schools!

"The Go Green Initiative doesn't take money from schools or taxpayers, and we are so grateful for the support of generous individuals and companies like Shel and SpaRitual. Through gifts such as these, we're able to continue empowering communities all over the world to take environmental protection into their own capable hands, and create a healthy, safe place in which their children can thrive," says Jill Buck, founder of the Go Green Initiative. "I hope consumers will wear the new nail color, "Aware," with pride, knowing they are helping bring hope and a cleaner planet to children around the world."

Shel Pink, founder of SpaRitual, isn't just putting her money where her mouth is when it comes to saving the environment, she's changing the way her industry does business.

Her new line of nail lacquer, "Aware", is a sheer peach crème, and is "three free" – meaning it has no DBP-, toluene, or formaldehyde. It's bottled in SpaRitual's signature

recycled glass bottles, plum cap and soy-based ink printing. The compact in-store display is made of eco-friendly recyclable materials and FSC-approved display signage.

“I like to think of SpaRitual as a company for people who like to pamper themselves... and the planet,” Shel says with a smile. “I’m happy that we can support a worthy cause like the Go Green Initiative, not only financially, but through environmentally responsible business practices. It just makes sense.”

To purchase the “Aware” nail lacquer or for more information on the Go Green Initiative, visit www.GoGreenInitiative.org

For more information on SpaRitual, visit www.SpaRitual.com