



FOR IMMEDIATE RELEASE

Celebrating 10 Years of Environmental Leadership

Vancouver, B.C. (April 18, 2007) ~ Eccotique Spa, a division of The Megahair Family, Will celebrated 10 years of environmental and community leadership by introducing the 'ECCOBUCK' - created to encourage recycling by bringing more awareness to spa and salon guests about the detrimental effects of discarding beauty-related packaging into the environment.

"Approximately 600,000 plastic and glass containers have been recycled since the inception of our MEGABUCK recycling program 10 years ago"

~ Milajne Soligo, Vice President, The Megahair Family

Research has found that consumers view packaging as a major part of the environmental issue. Environmentalists as well as the manufacturers both agree that recycling has shown to have a positive impact - this **'think green'** attitude will help to save huge amounts of energy and cut down on environmental damage.

The Megahair Family is a leader in the beauty industry and has been recognized for their corporate responsibility for being environmentally friendly and community driven. With the launch of the ECCOBUCK this is just another way The Megahair Family and Eccotique Spa continues to **'think green'**.

**For more information on The Megahair Family
or the MEGABUCK and ECCOBUCK recycling program log onto**

www.megahairfamily.com