



David Badders/Daily Nebraskan

Environmentally sound products available

By **Connie L. Sheehan**
Senior Editor

Interested in "greening" your body? "Greening," or thinking and acting environmentally, might be the latest term to emerge from that movement, but green beauty and health products have been around longer than the term itself.

Tom's of Maine, founded by Tom and Kate Chappell of Kennebunk, Maine, is celebrating its 20th anniversary this year, according to Heidi Catano, assistant product manager.

Now the nation's top natural line of personal care products, the com-

pany started with one of the first non-phosphate detergents, she said. The product was used by the local dairymen to clean equipment.

Even then, the family encouraged environmental thinking by asking the dairymen to send back old detergent bottles to be refilled, Catano said.

With the birth of their children, the Chappells were unable to find additive-free products on the market and decided to design their own.

That line has extended to 32 items including natural flossing ribbon, shampoo, mouthwash, toothpaste and shaving cream, Catano said.

The products are biodegradable,

cruelty free (not tested on animals) and do not contain preservatives, synthetic colors or sweeteners, artificial fragrances or dyes, alcohol or animal ingredients.

While Tom's of Maine products used to be limited to health store shelves, the outlets have widened to include supermarket chains and drug stores, she said.

The company's nine-point mission printed on all packaging reflects the family's philosophy that respects the inherent worth of both human beings and nature, Catano explained.

The company donates 7.5 percent of the annual pre-tax profit to non-

profit groups and projects supporting environmental and human needs, she said. The company also encourages its employees to donate their time to projects.

Recent donations have allowed the city of Kennebunk to establish a curbside recycling program, she added. It shows that corporate values can be in harmony with personal values.

And while the Chappell family may be one of the older American producers of green care preparations, the 15-year-old British company, The Body Shop, has made its move across the Atlantic.

With 580 stores operating in 38

countries, the plain plastic bottles with the green label are becoming as common in stateside bathrooms as in England.

The Body Shop should be opening 40 stores in the United States this year totalling about 77 stores, said Lisa Herling, media relations manager. The catalogue business also is doing well.

Founder Anita Roddick opened her first store on the shores of Brighton, a popular English seaside resort, Herling said. She made \$208 the first day. That was in 1976.

Body Shop products uses local

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Blonde

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mixing several colors together.

Today's new unnatural blonde does not necessarily have to look that way.

Blondes who want to keep on having fun with their new hair color will need to keep their locks in good shape to avoid resembling the straw-headed bleached blondes of yesteryear.

The key to doing this is keeping hair shiny and healthy through a good conditioning program, Crawford said.

In fact, a natural-looking shine perhaps is the most important color influence from the '60s. People just did not use as many styling products back then, as opposed to the '80s, when people slaughtered hair, she

said.

Both Crawford and Johnston advised having roots touched up about every four weeks. In the case of hair that has only been lightened two to three shades, customers may even wait six weeks, Johnston said.

Blondes particularly have to touch up more often to avoid dirty-looking hair, Johnston said.

Any person with colored hair should definitely avoid additional processing that can damage hair, Johnston said.

"Perming and coloring is a vicious cycle that never ends," she said.

Since any chemical processes can affect a color's actual result, straight hair can be colored more often and successfully, Johnston said.

If you don't have blond ambition, or cannot pull it off, life is not over.

Crawford has lately seen many Lincoln blondes going to brunette. If the stereotype about hair color is true, brunettes are taken more seriously.

And both Crawford and Johnston said that another huge '60s trend — geometric cuts — works better with darker hair, since the styles rely on a strong silhouette, something ice-blond hair does not have.

Highlights are also a way to achieve a little bit of blondness without a startling change, both stylists said.

If, as Crawford said, women do go to beauty salons to make themselves attractive to men, perhaps blondes may not have more fun in the long run.

"Men fall in love with blondes," Crawford said. "They fool around with redheads. But they marry brunettes."