

Contact Information:
LaWanda Scott, DULCHEY
Phone: 404-736-3570
Fax: 404-736-3572
Email: lscott@dulchey.com
Web: www.dulchey.com

Environmental Concerns Lead to Development of Green Spas by GSN

The Green Spa Network (GSN) has Instituted Friendly Ecological Spa Practices Promoting Natural Connections between Personal Wellbeing, Economic Sustainability, and the Health of the Planet

Atlanta, Georgia -- (Dulchey Highlights) - January 26, 2009 – The Green Spa Network was founded by six spas that developed ecological operational practices within the spa community. Environmental concerns led GSN to develop Green Spas.

According to the Green Spa Network (GSN), the spa industry typically utilizes environmental resources for a wide array of water-based treatments, laundry services, and disposable items, making it a major consumer of water, energy, and natural resources. Adopting green practices not only reduces environmental impact, but also raises environmental awareness among spa clientele and contributes to the financial performance of the spas.

Green practices generally include cooling systems, natural and organic building materials, recycling, solar heating, and more.

GSN is a not-for-profit trade association whose goal is to bring sustainable operating practices to the spa industry and to promote the natural connections between personal wellbeing, economic sustainability, and the health of the planet.

About The Dulchey Group, LLC

The Dulchey Group, LLC, a D&B Company, is the global leader of consumer spa research. The Dulchey firm caters exclusively to the advertising, marketing, research, and public-relations needs of spas worldwide. Dulchey designs, develops, administers, and analyzes consumer-opinion surveys in order to provide spas with essential intelligence that allows them to make better, more thoroughly informed decisions. For more information, visit www.dulchey.com. "Experience the Sophistication of Dulchey."

###