



## **PRESS RELEASE**

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### **Going Green - Studio Hue and Matter of Trust Make New Use of Old Hair**

**ERIE, PA** (September 18, 2008) – Studio Hue and Matter of Trust announce their partnership to make good use of old hair. Matter of Trust, a recognized non-profit organization since 1999, created Natural Surplus Programs in 2000.

Studio Hue has begun sending in hair clippings from the salon to Matter of Trust. There are many different uses for the clippings.

The used clippings are turned into hair mats and barriers to help contain the oil from the spills.

The hair, along with other donated natural materials (wool, feathers, and fur) is used to make hair mats. The hair is adsorbent which allows the oil to cling to it instead of it soaking up into the hair. With it being able to cling, the mats are able to be used over and over just by being rung out. The hair can also be put into recycled nylon tubes and used to contain the oil spill.

Not only are the hair mats used to clean-up and contain oil spills, they are also used for fertilizers. The slower release of the nitrogen and karetin help fertilize the ground. The hair mats also help retain water close to 50% better, and reduce the amount of weeds and snails down from gardens.

“There are over 370,000 hair salons in the US and each collects about 1 pound a day. Right now, most of that goes into the waste stream, but it should all be made into hair mats.” states Phil McCroy, stylist and inventor of the idea.

With the growing popularity of “Going Green”, Studio Hue is doing all that they can. They have been donating all the extra hair clippings to [matteroftrust.org](http://matteroftrust.org). They have also switched to using Organic Color Systems™. This system is a healthier alternative to ammonia dyeing. The hair is more nourished and less damaged.

“Teaming with Matter of Trust has been one of the best decisions I have ever made, as a personal and professional choice. Not only do we look out for the benefits of our clients, we look out for the benefits of the world.” comments owner, Judy Meyn.

Studio Hue is located at 2100 West 8<sup>th</sup> Street, Suite A.

More information call 814.452.4310. or visit [www.matteroftrust.org](http://www.matteroftrust.org)