



# Pink meets GREEN

a GO GREEN! Handbook for Mary Kay



Sunset  
ZOO

Mary Kay is making a difference and GOing GREEN with Sunset Zoo! Learn how YOU can make a difference with this **GO GREEN! Handbook**, exclusively made for Mary Kay. Filled with simple suggestions, this handbook will help you reduce, reuse, and recycle!

# GO GREEN!

when you receive your order

## REDUCE

- Order in bulk instead of ordering one item at a time to reduce the amount of packaging and transportation pollution.

## REUSE

- Reuse your packing materials.
- Reuse any plastic bags in your order.
- Reuse boxes as organizers or for gifts.

## RECYCLE

- Recycle unused packing materials.
- Recycle packing/product boxes.

# What are CFLs

compact fluorescent lamps

CFL stands for compact fluorescent lamp. These light bulbs use **75% less energy** than the traditional incandescent light bulb and will screw into any regular socket. CFLs last **up to 10 times longer** than incandescent bulbs and can **save up to \$30 or more** in electricity costs over each bulb's lifetime.

Remember to recycle your compact fluorescent light bulbs. For more information about CFLs visit the Energy Star website at [www.energystar.gov](http://www.energystar.gov).

# GO GREEN!

when holding a class

## REDUCE

- Turn water off while washing faces or doing activities like satin hands.
- Give guests “greener” lighting by switching to compact fluorescent light bulbs (CFLs).
- Use environmentally friendly cleaners or make your own. Many local stores carry these, make sure to ask for them. *(check out recipe on pg 9)*
- If serving refreshments, use your own plates, forks, and cups instead of disposable.
- Turn down the thermostat to compensate for the larger group.

## REUSE

- Switch to washcloths instead of disposable facial cloths.
- Use fabric towels instead of paper towels.

## RECYCLE

- Educate guests on which product bottles are recyclable ex. “This beautiful, **recyclable** bottle...”.
- Recycle any aluminum and plastic bottles after the class.

# did you know

When you buy a product made from recovered content, you also create a demand for recycled content goods. This helps ensure that similar products will continue to be created and won't end up in the landfill.

For example, if every household in the U.S. replaced just one 175-sheet box of virgin-fiber facial tissues with 100% recycled tissues, we would save **163,000 trees**. One roll of toilet paper=423,900 trees. One roll of paper towels=544,000 trees.

Source: Environmental Protection Agency

# GO GREEN!

in your home or office

## REDUCE

- Switch to “greener” lighting by using CFLs.
- Buy products made from recycled materials.
- Use environmentally friendly cleaners or make your own. Many local stores carry these, make sure to ask for them. *(check out recipe on pg 9)*
- Shut off lights, TVs, computers, etc. if you’re not using them.
- Program your thermostat to 68 (winter) and 78 (summer). *It also saves money on your energy bill.*
- Turn down your water heater to 120 degrees.
- Use rechargeable batteries.
- Use smart strips - a surge protector that saves energy and money.

## REUSE

- Buy or donate clothes to secondhand shops.
- Print when necessary; on both sides of paper.

## RECYCLE

- Recycle: old product bottles, aluminum, news paper, plastic, cardboard, paper, magazines, batteries, glass, “tin” cans, and clothes.

# look for the star

## the ENERGY STAR

Launched in 1992 by the US Environmental Protection Agency and the US Department of Energy, ENERGY STAR aims to protect the environment and reduce energy costs through “energy efficient products and services.”

The ENERGY STAR approval can be found on more than just appliances; look for ENERGY STAR approved office equipment, lighting, electronics, heating and cooling products, and even homes, buildings and plants.

ENERGY STAR saves you money and helps the environment! In 2006 alone, Americans with the help of ENERGY STAR, avoided **25 million** cars worth of greenhouse gas emissions and saved **\$14 billion** on utility bills.

Source: <http://www.energystar.gov>

# GO GREEN!

when traveling or shopping

## REDUCE

- Offset your carbon emissions by purchasing carbon credits. (*check out [www.drivinggreen.com](http://www.drivinggreen.com)*)
- If possible, take the stairs over elevators.
- Carpool with coworkers, friends or family.
- If possible, take public transportation.
- Hold conferences in a hotel to reduce the amount of people driving to/from the event.
- When you are not in your hotel room, turn off A/C or heating unit.
- Do not have your linens and towels changed every day when staying at a hotel.
- **Car Tips:** Purchase a hybrid vehicle, maintain tire pressure, and decrease driving speeds.
- Always plan your route to save time and gas.
- Buy products in bulk with less packaging.

## REUSE

- When shopping, use reusable canvas bags instead of the traditional plastic bags.



# GREEN cleaner recipes

## **window cleaner** - *perfect for mirror trays!*

Mix 1/4 c. of vinegar with a quart of water and store in a clean spray bottle (or the last glass cleaner spray bottle you purchased when it becomes empty; be sure to rinse well before filling with new cleaner). You can also add a little lemon juice if you'd like. Use newspapers or reusable cheesecloth instead of paper towels.

## **general household cleaner**

Mix 1/4 c. baking soda with a quart of warm water and store in a spray bottle as directed above. Rinse surface with plain water after each use.

GOing GREEN is IN; check out your local grocery and discount stores for green friendly products. If you can't find them, ask!

# learn about

## Sunset Zoo's GO GREEN!

**GO GREEN!** was developed at Sunset Zoo in Manhattan, Kansas. Launched in 2007, **GO GREEN!** began as a local initiative and has now grown to include members across the United States and internationally; including schools, businesses, university living organizations, households, Zoos, and individuals.

Pink Meets Green is a program of Sunset Zoo's **GO GREEN!** in affiliation with Mary Kay. For more ideas on how to **GO GREEN!** visit [www.SunsetZoo.com](http://www.SunsetZoo.com).

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