



## County's first 'green' salon opens in Sonoma

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Heads up, eco-conscious beautiful people: Sonoma County now is home to a "green" hair and beauty salon.

The business, fittingly (at least for a while) dubbed [Salon Novo](#), opened earlier this month just blocks off the plaza in downtown Sonoma. Owners brag they'll be using zero-VOC products, which are products that can release volatile chemicals when they are used or stored.

John Falcon, one of the owners, recently told [The Sonoma Index-Tribune](#), that the salon also will feature ammonia-free hair color, chemical-free hair products and organic items across the board. The business also utilizes a refill system for hair care products to eliminate bottle waste, and offers natural nail services, too.

The salon reportedly also hopes to use biodegradable towels to further reduce the footprint of the business on the local community.

In the immediate future, Salon Novo expects to inspire its customers to go green with discounts.

The salon was offering a 5 percent discount to customers who ride their bicycles to appointments, and owners apparently had discussed similar discounts for customers with hybrid vehicles.

With all of these initiatives designed to protect the environment, we have to ask: What would [Ken Paves](#) say?