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## Green Style: Bay Area Shops Celebrate Earth Day



shoreline.

Earth Day officially takes place on Thursday, but the planet-hugging has already begun. Below, six Bay Area destinations for fashion and beauty that are getting into the eco-spirit this week:

**Convert:** A special Saturday celebration from 2 to 6 p.m. at this eco-minded Berkeley store embraces Earth Day spirit with giveaways from organic denim label Nudie Jeans, organic snacks and wine tastings featuring organic varietals. A portion of the proceeds from the afternoon event's sales will go toward the Regional Parks Foundation's projects preserving and improving East Bay trails and

**Johnny Bueno Color Studio:** Venture to this Union Square salon before the end of the month for a treatment, and you'll leave with a special gift in honor of Earth Day: a succulent planted in a porcelain container recycled from a Jimmyjane candle. Other earth-friendly perks of a visit here: along with relying on green hair care products by Kevin Murphy, the salon donates all used foils to local scrap metal recyclers and sends leftover hair cuttings to San Francisco's Matters of Trust, which creates hair mats used in oil spill cleanups.

**Kiehl's:** Pop into Kiehl's this month to find Acai Damage-Protecting Toning Mists (\$26) featuring limited edition labels designed by the likes of Julianne Moore, Pharrell Williams and Jeff Koons. Benefiting the Rainforest Alliance, 100 percent of the proceeds from the sales of the limited edition mists will support the non-profit's efforts around the world.

**PACT:** Let your underwear make a difference this week. This Bay Area-based company promises to plant 20 trees in Africa through the Green Belt Movement for every pair of underwear you buy online between now and April 25. A bonus: the undies for men and women are made of 95 percent organic cotton.

**Azalea:** Recycling is fashionable in more ways than one during this Hayes Valley shop's month-long Earth Day promotion. Bring in an old pair of jeans to recycle, and you'll receive 20 percent off a new pair. Denim will be donated to the Leukemia & Lymphoma Society.

**Goodwill Sunset:** It doesn't get much more eco-friendly than secondhand, and this new Goodwill location is celebrating by offering 20 percent off purchases over \$20 this weekend during a grand opening event complete with music, prizes and a ribbon-cutting ceremony.

By **Lorraine Sanders** on April 20, 2010 9:48 AM  
under **Fashion, Lorraine Sanders, azalea, convert, earth day 2010, earth day fashion, eco-friendly beauty, eco-friendly salon,**



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