



# Virginia Green Attractions

Profile:



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## The Virginia Institute of Esthetics Virginia Beach, Virginia

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**Virginia Green** is the Commonwealth of Virginia's campaign to promote environmentally-friendly practices in all aspects of Virginia's tourism industry. **Virginia Green Attractions** have been thoughtfully planned and designed to minimize their impacts on the environment. This attraction has met the established "core activities" for **Green Attractions** and has committed to communicate its activities to its guests. Below is a list of this attraction's "green" activities that guests can expect.

### The Virginia Institute of Esthetics

"The Virginia Institute of Esthetics provides educational programs in the field of Esthetics. We are an institute that promotes a journey to success through the knowledge of healthy skin care."

**Green Statement:** "Just as our institute supports the health and beauty of skin we also believe in the health and preservation of our eco system. We feel that it is our duty to promote awareness and lead by example in our industry."



### CORE ACTIVITIES for all *Virginia Green Attractions*

#### CORE ACTIVITIES for Green Attractions

- Recycling and Waste Reduction.** Virginia Green Lodging facilities must recycle Glass Bottles and are highly encouraged to maintain a comprehensive recycling program. This facility pledges that they:
  - Recycle: glass, aluminum cans, plastic, office paper, toner cartridges, newspaper, cardboard, packing supplies
  - Track overall waste bills
  - Use reusable dishware and glassware and minimize use of disposables
  - Use water pitchers to minimize single use bottles
  - Encourage suppliers to minimize packaging and other waste materials
  - Purchase from vendors and service providers with a commitment to the environment
  - Make 2-sided copies/ printed materials
  - Use electronic correspondence and forms
  - Use "green" cleaners that are dispensed in bulk
  - Purchase durable equipment and furniture
  
- Styrofoam/Disposables Minimization.** Participants are encouraged to minimize use of all disposables and eliminate the use of Styrofoam products for take-out and left-overs. This restaurant pledges that they:
  - Use disposable containers that are recyclable

**Water Conservation.** The facility must have a plan for conserving water that should consider plumbing modifications and landscaping. This facility pledges that they:

- Track overall water usage and wastewater
- Perform preventative maintenance to stop drips and leaks
- Use water-flow metering to discover leaks and areas of high use
- Have low flow restrictors on faucets and showerheads
- Discourage water-based cleanup (sweeping first)

**Energy Conservation.** The facility must have a plan in place that encourages replacement of lighting and equipment to energy-efficient alternatives. This facility pledges that they:

- Track overall energy bills
- Use natural lighting
- Purchase EnergyStar-rated computers, copiers, and appliances
- Have thermal-rated windows and insulation
- Use directional (downward-facing) lighting in parking areas and other outdoor areas



**Green Events Package.** The facility must offer a “green” or “environmentally-friendly” package for conferences, meetings and other events. Even if the facility only offers occasional, small events, at least recycling will be provided.

For more information on **The Virginia Institute of Esthetics**, see [www.vaie.org](http://www.vaie.org) or contact Nina Higgins at [ninah@vaie.org](mailto:ninah@vaie.org) or 757-431-4526.

For more information on **Virginia Green** program, see [www.deq.virginia.gov/p2/viriniagreen](http://www.deq.virginia.gov/p2/viriniagreen) or [www.viriniagreentravel.org](http://www.viriniagreentravel.org).



Virginia Green is supported through a partnership between the Virginia Department of Environmental Quality, the Virginia Hospitality & Travel Association, and the Virginia Tourism Corporation.

