

Can You Be Beautiful and Green?

Portsmouth's Solari Salon Proves That You Can

By Bridgette Springer for *Portsmouth Magazine*

Seacoast entrepreneur Pat Lonergan believes in protecting our environment and the world we live in. She is also the owner of Solari, an Aveda Lifestyle Salon and Spa located in downtown Portsmouth, at 22 Market Street. With its sleek style and holistic beauty approach, the salon sells Aveda products in all of their domains and also provides a host of services as well. You will not find any other brand names at Solari because Pat is dedicated to Aveda's mission, which revolves around beauty regimes that are not harmful to the environment. All of the products are naturally derived and incorporate organic ingredients sourced from farming communities that support sustainable practices. In addition, the cosmetics are sold to consumers with reusable compacts to reduce packaging wastes. "You can be beautiful inside and out and still be environmentally conscious." Pat believes as individuals, we are all capable of making environmental changes and you don't have to compromise beauty to do so.

Pat's interest in aligning her business with products that were smart for the environment began a few years prior to opening First Impressions Salon and Day Spa in North Hampton, 15 years ago where she also sells Aveda. She chose to work with this company for the quality and integrity of the company's mission, producing the least impact they possibly can on our surroundings. Headquartered in Minneapolis, Minnesota, the entire manufacturing plant has zero impact on the environment as they make compensations through wind power.

Not only is Aveda true to the environment but they are socially responsible as well. This is very important to Pat as the Portsmouth based Solari not only sells these naturally made products and services but also believes in giving back to our community locally as much as she can. April is Earth Month, and during this time the salon in partnership with Aveda, contributes a portion of their proceeds to green causes. The salon has made donations to "Clean Air Cool Planet," in Portsmouth, and also contributed to Aveda's global mission to protect clean water.

Pat is a great example that you can be successful and support the environment, "It's nice to see that in order to be successful in business you don't have to take away from the environment." So the next time you are browsing the shops in downtown Portsmouth, don't forget to visit Solari, which means "To comfort. Circumstances which give greater ease to mind, body and life." When

you do so, you will be doing your part to help the environment, not to mention improving yourself as well