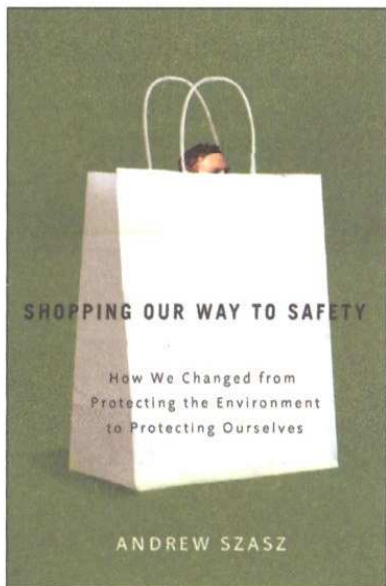


What could be wrong with bottled water and sunscreen?



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"Shopping Our Way to Safety exposes the political implications of confusing personal troubles and social issues."

— Allan Schnaiberg, author of *The Environment: From Surplus to Scarcity*

Many Americans today rightly fear that they are exposed to toxins in their environment. Yet we have responded not by pushing for governmental regulation, but instead by shopping. Andrew Szasz examines this phenomenon and argues that when consumers believe that they are buying a defense from hazards, they feel less urgency to fix them. To achieve real protection, he concludes, we must give up individual solutions and together seek reform.

University of Minnesota Press

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The Greening of Las Vegas

Las Vegas is all about the "experience." In a city focused on spontaneous and gluttonous consumption, the trick is to keep the tourists entertained and the green innovation transparent, or the city will undermine its sole reason for being. But, with environmental concerns now looming large, even Las Vegas is looking to replace the Luxor beam with compact fluorescents.

"The bigger question is, do we even need a Luxor beam?" says Steve Rypka, president of GreenDream Enterprises, a Las Vegas green living consulting firm. "Las Vegas has worldwide recognition. How wonderful it would be for the city to be seen as a leader in green."

From a building perspective, the multibillion-dollar Project CityCenter by MGM Mirage slated to open in 2009 has applied to become a LEED-certified development, the largest of its kind in the U.S.

"MGM Mirage has a commitment to sustainability, but our sheer size requires examining the world of possibilities," said Gordon Absher, an MGM Mirage spokesperson. "The company overall is focused on three key areas for becoming greener: new resort construction, existing resort renovations and maintenance and general sustainable opportunities."

Taxis are a staple on the Strip, and Lucky Cab Company of Nevada introduced Toyota Prius hybrid taxis in 2005. Desiree Dante, vice president of Lucky Cab, says, "We're expecting that 20 percent of our fleet will be Prius by the end of 2007. We save about \$5,000 per vehicle annually with the hybrid cars." Other taxi companies in town are now testing hybrid vehicles in their fleets.

Las Vegas is also the first city in the West to put hydrogen-powered buses on the road to transport tourists from downtown to the Las Vegas Premium Outlets. Meanwhile, Nevada Solar One, a solar thermal installation in the desert outside Las Vegas, is producing 64 megawatts of power.

"We're stewards of the planet," says



Project CityCenter by MGM Mirage will be the largest LEED-certified development of its kind in the U.S.

Rypka. "We now have a tremendous opportunity to use our intelligence to make a difference. There's currently no green solution for long-distance rapid transportation like air travel, yet Las Vegas is dependent upon tourism. We need to be more creative, to bring people in and lessen the environmental impact."

The Las Vegas Convention and Visitors Bureau slogan is "What happens in Vegas, Stays in Vegas." But, when it comes to green living, everybody is affected.

CONTACTS: Green Dream Enterprises, (702)285-6845, www.greendream.biz; Project CityCenter, (866)722-7171, www.citycenter.com.

—Cindi R. Maciolek

Aubrey Organics' 40-Year Mission

Like many great things—penicillin, chocolate chip cookies, the Slinky—America's first all-natural care product company was created by accident. Well, sort of.

Forty years ago, Aubrey Hampton, the founder and CEO of Aubrey Organics, injured his back and neck in a car accident. At the time, he often frequented George Oshawa's macrobiotic restaurant in New York City, and knew about the healing powers of wild ginger.

Hampton helped his mother make herbal remedies as a boy in Indiana,

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and used his knowledge to combine eucalyptus, sage, cinnamon, ground ginger and other herbs with coconut oil to create a bath product called the Relax-R-Bath for his neck. "My neck and back felt much better, and I felt relaxed," Hampton says. "This started me on the road to creating Aubrey Organics."

Hampton was then working for Faberge, a big cosmetics company that is now part of Unilever, and he says it gave him an idea of the things he did not want to do. "I wanted a company that was about the product and not about the marketing," he says.

Aubrey Organics is riding high in its 40th anniversary year, though Aubrey says it took a long time before he could consider his company a success.

"Now the company is one of the leaders in developing personal-care products that include organic ingredients," says Holly Givens of the Organic Trade Association (OTA). "They've been OTA members for 14 years, and in that time they've been generous with having their staff volunteer to work with us on issues important to the industry."

David Seckman, executive director of the Natural Products Association (NPA), cites Hampton's "knowledge about organics and his tireless activities promoting healthy, natural alternatives to personal-care products." Aubrey Organics is a member of NPA's working group addressing the definition of

"natural" for health and beauty products. The trade group presented Hampton with an Industry Champion Award two years ago.

Aubrey Organics uses ingredients from all over the world, and no products are tested on animals. "My vision is to use ingredients that have folklore attached," Hampton says. "It is not necessary to use animal testing data when the formulator uses herbal ingredients with a long history of safe use and benefits in human population."

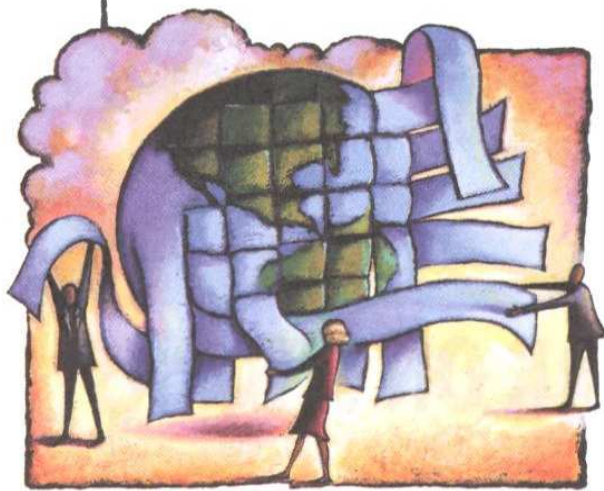
Hampton, who is an avid play-

wright, jokes that there isn't much difference in the creative processes of writing plays and creating products. "In a product, you try to put in all good guys [meaning effective and beneficial ingredients], and in my plays I try to put in all good guys too," he says.

CONTACT: Aubrey Organics, (800) 282-7394, www.aubrey-organics.com; Natural Products Association, (202) 223-0101, www.naturalproductsassoc.org; Organic Trade Association, (413) 774-7511, www.ota.com.

—Jessica Goldberg

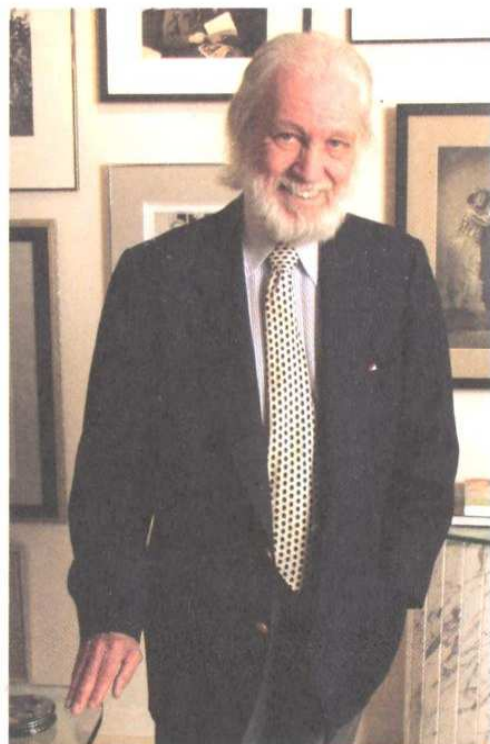
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