



Derma Hair Care LLC

OMMEHONI MOTAREFI-BORDEN CLS, LE
CERTIFIED LASER SPECIALIST
LICENSED ELECTROLOGIST
PHONE | 703.241.4004
EMAIL | HONI@DERMAHAIRCARE.COM
WWW.DERMAHAIRCARE.COM

FOR IMMEDIATE RELEASE:

Contact:

Honi Borden CLS, LE
Derma Hair Care LLC
phone/fax: 703.241.4004
dermahaircare@gmail.com
www.DERMAHAIRCARE.COM

For Derma Hair Care LLC, Going GREEN is Personal

(Falls Church, VA, April 2007) — Derma Hair Care LLC, a private Medi Spa, opened by fifteen year veteran and expert in hair removal, Ommehoni Motarefi-Borden “Honi Borden” (Board Certified Laser Specialist and Licensed Electrologist), has just become the DC area’s premier holistic “green” Medi spa. But for Honi, the decision to go organic wasn’t just about following trends or about the bottom line. It became personal when her son and husband developed serious skin irritations that Honi suspected were caused by synthetic chemicals in their daily hygienic practices.

Honi began investigating the chemical composition of products in her home and soon discovered what she calls “a whole new world of toxins.” Shocked by this new discovery and wanting to cure her family’s skin conditions, she rid her household of all cosmetic and cleaning supplies that contained synthetic chemicals. Within weeks, her son’s and husband’s skin condition improved, confirming her suspicion that toxins in household products were causing the irritations.

Honi saw her spa as a vehicle to make others aware of the dangers of toxic chemicals in everyday products and introducing new organic solutions. She and her assistant, Tara Nesvaderani, spent four months researching and transforming the spa into a 100% chemical free zone -- from the skincare line to the office toilet paper supply. The best products with the best quality and price were selected and, as of March 21, 2007, Derma Hair Care LLC became an organic and chemical-free Medical Aesthetics Spa in the DC metro area.

According to Co-op America, as a green business, Borden has chosen to “operate in ways that solve, rather than cause, both environmental and social problems.” Co-op America describes green businesses as those that adopt principles, policies and practices that improve the quality of life for their customers, employees, communities and environment.

Some of the environmentally conscious measures Honi has taken include recycling paper and plastic waste, as well as purchasing a portion of recycled products for use in the office. In addition, the office material is printed on 100% recycled paper. As for community responsibility, the merchant telling (credit card transaction broker) used at Derma Hair Care LLC is a company that gives back a portion of its proceeds to the charity of Honi’s choice.

Improving the quality of service for her consumers has led Honi to feature the following Organic and Natural products for use in the Medi Spa as well as for retail: Suki pure Cosmetics, Farmaesthetics Bath products, Aubrey’s Organics Shampoos and Conditioner, Gypsy’s Organic Tea, Arbonne Detox Tea, Natracare Organic Feminine Hygiene products, Key Life International Vitamins, and ONE 100% Natural Coconut Water. The cotton balls and wipes used in procedures are chemical-free (Organic Essentials Cotton balls, rounds and swabs, and unbleached wipes) as well as the soothing aloe gel (Organic Aloe Gel). Organic fresh fruits, dairy and soy are used for the eco-delicacy facials. The towels, robes and sheets used by clients are made from organic materials (Coyuchi Organic towels, robes, & sheets), along with the custom made spa organic gowns by Honi’s mother, Feri Nesvaderani. The bathroom features Purely Cotton unbleached toilet paper, Marcal’s unbleached paper towel, and Aubrey cleaning products. Even the relaxing scent that seasons the spa is organic (100% Organic Soy “Dirt” Candles). Almost every sense is met with an organic experience.

-more-

(Derma Hair Care LLC Going GREEN, page 2)

Even though current regulations on what passes as “green” are relatively loose, Honi has never settled for a passing grade. Despite numerous challenges and limitations she intends to go all the way with the support of her clients to becoming an all green facility. This would involve a more radical overhaul of the building structure itself (carpets, paint, ceiling, lights, etc).

Honi extends her social consciousness to the way she treats clients – ethics of compassion and honesty have always been valued over profits. Her staff never pushes products for sale and Honi takes at least 20 to 30 minutes to educate new clients about procedures in detail and answers questions; and she always refuses to perform any treatment that is not in the client’s best interest. As proof, before Honi obtained her license in laser hair removal, she would refer patients outside for laser treatment if she felt that electrolysis would be less effective. She later obtained laser licensure so that she could provide the best results for her clients.

Aesthetics has been a personal issue for Honi from the beginning of her career at age 19. She began by pursuing work as an electrologist in 1992, inspired by the trauma she experienced after an insensitive boyfriend said “Yuck, you have trees growing on your neck [referring to embarrassing neck hair].” When she sought electrolysis services for help, the practitioner jabbed a young and fearful Honi with needles without courtesy or explanation. “I was petrified at my first session because my electrologist began to just put all sorts of stuff (needles) into me without explaining anything.” Honi made it her mission to make sure no one repeated this experience and wanted to offer a more compassionate approach to her clients. Over the years, Honi has deepened her practice by working as a licensed clinical counselor, graduating with honors from The George Washington University with a bachelors degree in psychology and obtaining a masters degree with honors in Clinical Community Counseling from the Johns Hopkins University.

Derma Hair Care LLC blends Honi’s 15 years of electrology, 4 years of counseling, 2 years of laser hair removal, and above all a passion for beauty, integrity, and natural living. **“Knowing that I can be a part of making people feel beautiful in the most holistic and natural way, while also taking small steps to help the environment gives me the greatest satisfaction.”**

###

Derma Hair Care LLC was established by Honi Borden (CLS, LE) in the heart of Falls Church, VA, in 2006 (previously Honi’s Electrolysis) and became a green Medi Spa in 2007. Borden and fellow trained aestheticians and massage therapists offer the following services: Laser Hair Removal, Vein Treatments, Collagen Enhancement, Pigment Lesion Treatment, Organic Facials and Massages, Thai Yoga Body Work, Body Detoxification via Aqua Detox, Herbal Spray on Tan, Microcurrent non-surgical Face Lift, Natural Eyebrow Tint & Styling, Sanitary Hot Paraffin Treatment, Monthly events, Group Parties, Bridal Packages.

To schedule an appointment, call 703-241-4004 or email dermahaircare@gmail.com.

Location: 111 Rowell Court, Falls Church, VA 22046.

Hours of Operation: Mon/Wed/Thurs: 1pm - 8pm; Tues/Fri: 10am - 3pm; Sat: 9am - 4pm.

Visit www.DERMAHAIRCARE.com for more details.