

Press Release  
February 4, 2008  
For Immediate Release

Descend Salon in conjunction with Matter of Trust and Innersense Organic Beauty reach out to educate children of Sherman Elementary to the environmental benefits of reclaiming hair for sustainable uses along with understanding the importance of using products that support sustainability and protect the environment.

**DESCEND SALON A SAN FRANCISCO ECO-FRIENDLY SALON IS COMMITTED TO GREEN AND ENVIRONMENTALLY SUSTAINABLE BUSINESS PRACTICES.**

**MATTER OF TRUST A SAN FRANCISCO NON PROFIT IS REVOLUTIONIZING AND GREENING OIL SPILL CLEANUP THROUGH INNOVATIVE THINKING THAT PROMOTES ENVIRONMENTAL SUSTAINABILITY.**

**San Francisco Bay Area Is Revolutionizing and Greening Oil Spill Cleanup**

First, we used mats made from human hair clippings to soak up the oil at Ocean Beach from the Cosco-Busan Oil Spill and now we're showing that oyster mushrooms eat oily-hairmats and can turn this hazardous pile into compost that can be used for freeway landscaping! The conventional method for treating oil waste is incineration, but this method is better for our air and the environment.

**WHEN & WHERE**

Wednesday February 6<sup>th</sup> at **9:30am**, at **Descend Salon**, 2185A Union Street @ Fillmore, San Francisco, CA 94123

**Speakers:** Lisa Craig Gautier founder of a matter of trust, Greg Starkman founder of Innersense Organic Beauty, Robert Atkinson of Descend Salon and Regan Mahoney of Sherman Elementary.

Matter of trust, inc. Is an ecological public charity that links ideas, sparks action and materializes sustainable systems. It's focus is manmade surplus, natural surplus and eco-education.