

# FACT SHEET

For Immediate Release

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## Aveda Institute Birmingham Green Building Initiatives

### Overview

Simply put, the word “recycle” means “to use again”—whether using a chemical process to re-create a brand new product or reconditioning something to a whole new use. With that in mind, the Aveda Institute Birmingham is an impressive recycled building.

Formerly the Riverchase Galleria 10 Cinema, this building is now a state-of-the-art teaching facility serving as a training center as well as a fully-functioning salon and spa and billed as the Education Center of the South.

Adapting existing buildings to make them useful again, rather than building new ones, can conserve enormous amounts of energy and materials, while reducing impact on the environment. In the United States, buildings use 38% of primary energy and utilize 40% of raw materials.<sup>1</sup>

The Aveda Institute Birmingham has been built with environmental leadership and responsibility in mind every step of the way. In partnership with INOX Design and DEAS Construction, Beauty Basics, Inc. has helped bring beauty, wellness, fashion and art to Birmingham in a way that is healthy for the students, the community—and for the Earth. Please see below for specific sustainable design details:

### Building Materials

- Acoustical ceiling tiles that promote strong acoustic performance have 25% recycled content; the formulation of the tiles meets stringent ASHRAE standard 62 and California code title 24 requirements. These tiles can also be fully recycled.
- More than 500 tons of recycled concrete was used as base fill material for the new level floor slabs. Recycled concrete benefits the environment by keeping debris out of landfills, reducing the need for new gravel mining. The recycled concrete came from a highway bridge construction site North of Birmingham.

### Indoor Furnishings

- The Aveda retailing system is made up of furniture from Etopa; Etopa is manufactured in a zero-waste facility from the by-product of the harvesting of rubberwood in villages in Eastern China—this is an example of intelligent design, based on “upcycling.” In addition, this project provides many social and economical benefits for the Li and Miao people who harvest the rubberwood.
- Lounge chairs in the pedicure room are constructed from sustainably-harvested premium grade Indonesian teak.

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<sup>1</sup> USGBC Green Building facts

- Ipe wood furniture is made from a premium quality hardwood that is sourced from Forest Stewardship Council (FSC)-certified wood where possible. Ipe wood is naturally resistant to decay and is often used outside in lieu of chemically treated woods.
- Plyboo wood paneling was used for decorative effect and for the interior building signage system. The Plyboo is finished with low VOC water based finish, is FSC certified, and is also classified a rapidly renewable wood resource. The building signs were printed directly to substrate with UV cured inks, this eco-friendly solution eliminated the use of other materials.
- All styling stations and handrails in the Aveda Institute are fabricated from durable stainless steel, an alloy of low carbon steel with 10.5% chromium and other metals. Stainless steel is 100% recyclable and typically contains 65%-85% recycled content; it is often used as part of a sustainable “closed loop” system.
- Lightweight and durable alulite aluminum tables are used throughout the facility. Alulite tables have a 80%-85% total recycled content and 70% of aluminum provided since 1886 is still in use.
- BOLYU carpet made from Antron Legacy fiber has high wear resistance, is long lasting and is 100% recyclable. This fiber is also certified for low VOC emissions.
- In the pedicure room, a hygienic resin foot bowl is used in place of pedicure thrones with jet basins. These resin bowls are more hygienic while also reducing the amount of water, plumbing and electricity used.
- All cabinetry millwork is made using urea-formaldehyde free substrate board.

### **Low VOC Paints**

- The Institute is painted with ICI and Dulux Lifemaster paints. This paint contains fewer solvents and zero VOCs. So, what is emitted into the air is more environmentally friendly and healthy.

### **Lighting**

- The Aveda Institute Birmingham uses several skylight tubes to access natural light, creating a more comfortable environment to both student and guest, and conserving energy; 60% of the visible light is transmitted with minimal solar heat gain, resulting in high day lighting energy performance.
- Glass is used in-between rooms to open up views, allowing more access to natural light.
- The indoor track lighting system uses highly efficient Ceramic Metal Halide (CMH) fixtures in lieu of traditional incandescent or halogen lamps. CMH lights produce more light with less heat, therefore reducing energy use. Cooler lights also save energy by reducing the amount of heat the mechanical ventilation system has to remove from the air to maintain a comfortable temperature.

## **Air Quality and Insulation**

- The entire mechanical system was replaced as part of the conversion with a highly efficient state of the art design. The new system features an energy recovery system (ERU) that harvests thermal energy from exhausted air to pre treat incoming fresh air, thereby reducing energy use. The incoming air is also filter and dehumidified by an outside air unit (OAU) that adds efficiency to the system to reduce the overall cooling load required for the building.
- Big Ass Fans (their real name) help circulate air by moving large volumes of air at low air speeds. Controls are linked to the mechanical ventilation system allowing for more efficient use of conditioned air.
- All interior wall insulation is a Thermafiber mineral wool made form slag—a by-product of steel manufacturing. Thermafiber insulation has a 90% pre-consume recycled content.

## **Restrooms**

- Falcon Waterless Urinals use a cartridge with a fluid chemical seal, each saving up to 40,000 gallons of water annually
- Bobrick Sierra Series toilet partitions are made with 30% recycled content, low emitting materials and are Green Guard certified.
- Silhoutte Washroom Sispensers feature Wausau paper products made from FSC-certified wood fiber
- Kohler High Efficiency Toilets feature 1.0 – 1.28 gpf commercial fixtures, saving 20% more water than regular 1.6 gpf fixtures.

## **Waste Management**

- Recycling centers for paper, glass and plastic are located throughout the facility; we have worked out a program with the Waste Management Services in an effort to separate our trash for recycling.
- DEAS Construction along with Waste Management was fully engaged in support of the sustainable design goals for this project to recycle construction waste and divert it from landfills.
- Approximately 2500 indoor theatre seats were donated for reuse and traded for demolition services
- Several theater walls clad in heavy red fabric were donated to a local church to be made into choir robes.

## **Products Manufactured by Wind Power**

- Aveda is the first beauty company manufacturing with 100% wind power.
- Aveda's funding of new wind energy sources generates enough wind energy to offset 100% of the electricity used by our primary manufacturing, distribution and headquarters facility in Minnesota.

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