

April 6, 2009
For Immediate Release
Contact - Melissa Thermidor
(718) 715-5653
mthermidor@beautyandthegreen.com

A New Online Magazine Shows How Going Green Can Be Glamorous

(New York) - - The Green Lifestyle is a desire, goal and commitment for a rapidly growing part of the world's population. Achieving it is thought of by many as an action that calls for a change in a mechanical part of life such as the vehicle someone drives or utilities and appliances used in their home. "Going green" is most often talked about in a cold stiff scientific and statistical manner.

Beauty & The Green is a new online magazine at www.beautyandthegreen.com that is setting out to add fun and excitement to going green while it informs and educates. Beauty & The Green shows everyone that protecting the environment doesn't have to be expensive or boring. The goal is to present the information that raises awareness which creates action and involvement.

Set to launch on Earth Day...April 22, 2009...Beauty & The Green will be a constantly changing, updated and growing source of information and insight into the green lifestyle. Readers will find articles and advise on the many ways that they can preserve the environment with everyday efforts no matter if they're at home, work or traveling.

Women can discover ideas including the many ways that manufacturers have brought environmental awareness into their business model to produce a variety of products for women that avoid chemicals which endanger not only the environment but women themselves. There are growing lines of cosmetics, shampoos, conditioners and other beauty products all being produced with the green lifestyle in mind that Beauty & The Green will present, review and recommend.

Men will find articles and information on autos, home remodeling ideas, landscaping advise and more that serve as ways the green lifestyle can be brought into their daily lives and homes.

During these challenging financial times, readers of Beauty & The Green will learn how going green can actually save the green. Alternative energy, hybrid cars and many other ideas when utilized can create the savings that every family budget is looking for today.

Beauty & The Green will welcome everyone to join their community of people who want to change today so there will be a tomorrow for our planet. Beauty & The Green readers can offer ideas and eco tips by email, talk with each other on message boards and build an online community that shares, encourages and inspires each other.

Beauty & The Green Publisher Melissa Thermidor is a longtime proponent of the green lifestyle. Along with launching Beauty & The Green, Melissa has produced and starred in Eco-Chic, a

series of video information segments to be featured at Beauty & The Green, which present many environment friendly aspects and ideas. She's also traveled the world to locations including India where she learned how the people of other countries are working and changing their ways to protect and preserve the environment.

Beauty & The Green will welcome businesses and organizations as advertisers who are looking to connect with the members of the ever growing green community. Melissa stated, "Our target audience with Beauty & The Green are men and women 18 to 40 years old, but as I've come to learn in my travels and by talking with people, the ideas and information we're presenting at Beauty & The Green will show everyone from teens to seniors how going green can be a fun and meaningful change in their lives."

From the large steps to the small changes, Beauty & The Green will be center stage for the latest news and information about the green lifestyle. While others treat it as a science, Beauty & The Green will present it as a lifestyle that everyone can take part in and feel good about the difference they're making.

(For more information about Beauty & The Green or to contact Publisher Melissa Thermidor, call 718-715-5653, email mthermidor@beautyandthegreen.com or visit www.beautyandthegreen.com)