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## THIS WEEK ▶

## The Loop

By MIKE DICKINSON  
Rochester Business Journal  
July 30, 2010

## Bangs to booms

Revelations Design Studio at Packett's Landing in Fairport has put its customers' hair clippings to good use-in the cleanup of the Gulf of Mexico oil spill.

Through its partnership with Paul Mitchell, the salon collected and donated the clippings to Matter of Trust-a San Francisco-based non-profit that recycled the hair into oil booms that have been deployed around the spill to soak up the oil.

The salon gathered its clippings along with accepted clippings donated from customers. The hair was packaged and shipped to the Matter of Trust processing plant in Florida. The non-profit recently reported having enough hair, feathers and fleece to make 25 miles of boom.

"What's happening in the Gulf of Mexico is absolutely tragic and hits close to home for all of us on so many levels," says Wendy Rugaber, John Paul Mitchell Systems national educator/senior associate and owner of Revelations Design Studio. "Our stylists and customers take great pride in knowing they have positively impacted the oil spill cleanup efforts. And we are all thrilled to become a part of such a positive solution."

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