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MAR VISTA WOMAN-LED BUSINESS RECEIVES ENVIRONMENTALLY-SUBSTAINABILITY AWARD

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Jessica Lee, CEO and founder of Baroness von Luxe: Sen. Ted W. Lieu honors 'eco-friendly' small business

BEVERLY HILLS – Jessica Lee, CEO and founder of Baroness von Luxe, a Mar Vista-based, environmentally friendly business that specializes in selling ecologically friendly shower caps, was named by Sen. **Ted W. Lieu** to receive his Environmental Sustainability Award.

"Lee and her firm are to be commended for their green-friendly business practices," Lieu, D-Torrance, said today. "Baroness von Luxe uses eco-friendly sourcing materials, recycled shipping boxes and zero-waste production and composting. Furthermore, by promoting shower caps people want to use, she is promoting water and energy conservation."

Lee said her shower caps are friendly to the environment in multiple ways:

- Women use about 65-percent less water when they use a shower cap and not wash their hair.
- Less energy is used to heat the water for the shower.
- Even less energy is used when women do not spend time under the hair blower to dry their wet hair.
- Far fewer hair chemicals enter the shrinking water supply when shower caps are used.
- Her shower caps are made eco-friendlier sourcing materials such as PEVA and nylon.

"Congratulations to Jessica Lee and Baroness von Luxe for setting such an admirable example of environmental leadership," Lieu said.