



Zotos celebrates completion of wind project for Geneva plant

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Hair-care manufacturer Zotos International Inc. celebrated one of the largest wind projects of any manufacturer in the United States on Earth Day. They also met their goal of using 100% renewable energy for its electrical needs.

Zotos' 3.3 MW on-site, wind energy project, which powers its 670,000 s/f manufacturing plant, is a first in the beauty industry. The project is comprised of two 1,650 kW wind turbines.

"After years of hard work, dedication, and an unwavering commitment to sustainability, we have finally achieved a key milestone toward our vision of sustainable beauty," said Anthony Perdigao, VP, operations, and chief sustainability officer at Zotos. "This is a historic moment for Zotos, our parent company, and our community. If we can do it, so can others."

Zotos is a wholly owned subsidiary of global cosmetics leader Shiseido Co. Ltd. that manufactures hair-care and styling-aid products under the Zotos, JOICO, ISO, and Senscience brand names, among others.

The company's wind project is expected to meet nearly 60% of the plant's power needs. To achieve the plant's goal of using 100% renewable energy for its electrical needs, Zotos recently entered into an agreement to purchase up to 9 million kWh of green energy.

According to the American Wind Energy Association (AWEA), Zotos' project is the largest wind project of any manufacturer in the United States. It's also one of the first wind projects of its kind in Ontario County and one of the largest private industrial wind plans in the state. The 2009 federal stimulus bill, the American Recovery and Reinvestment Act (ARRA), covered 30% of the wind project's costs.

Zotos invested in wind power as part of an overall sustainability initiative. The company's other efforts include energy-efficient lighting, reductions in water consumption, a significant increase in rail use, and the use of 100% recycled materials in most of its packaging. Zotos also pioneered the use of plant-based plastics in its bottle production.

Studies show that more consumers are buying sustainable products and the company's numerous initiatives are critical to meeting this demand, Perdigao said. For its efforts, Zotos was recognized last year by the U.S. Environmental Protection Agency as one of the EPA's Top 20 Green Power Partners for On-Site Generation, ranking No. 18 in the nation (for more information, go to <http://www.epa.gov/greenpower/toplists/top20onsite.htm>).

Zotos has been a success story for 80 years. Founded in 1929 as a manufacturer of permanent hair dyes, the company is owned by Shiseido Americas Corp. and has approximately 360 full-time employees and more than 400 flex-time employees at its Geneva plant.

"Zotos is proud to lead the way for other manufacturers interested in sustainability," Perdigao said. "Our future depends on it."

About Zotos International:

A wholly owned subsidiary of global cosmetics leader Shiseido Co. Ltd., Zotos International Inc. manufactures and markets a full range of hair-care and styling-aid products serving hair salons and professionals. Its products are sold under the Zotos, JOICO, ISO, Senscience, and Bain de Terre brand names, among others, and can be purchased at professional hair salons and beauty retailers worldwide.

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