



by **NICOLE SHERWIN**

CS's new "Green Editor" & founder of **CELEBRITY SOUL & GREEN LOUNGE—The Eco Luxury Experience**

# THE GREEN GURU

**CELEBRITY SOCIETY** goes luxuriously **GREEN!**

I'm delighted and extremely honored that **CELEBRITY SOCIETY Magazine** has partnered with **CELEBRITY SOUL** and **GREEN LOUNGE**—an eco luxury experience.

Becoming increasingly irritated at having to listen to the same old story of what celebrities were wearing on the red carpet and who they were dating or breaking up with, I needed the true juice, the real gossip – and so began my quest to find the holiest of Holy Grails...the **Celebrity SOUL!!** It seemed like an oxymoron at the time, but believe me, I've interviewed some awe-inspiring souls (who happen to be celebrities) who are truly making a difference in the world and inspiring others through their charity work, wellness regimens and environmentally conscious actions.

Until now, the word 'eco' has reverberated with thoughts of lentils, granola, soy, sandals and wild flowers, so I figured, "Just because you have a consciousness for the environment, doesn't mean your entertaining and socializing can't still be 'uber'-fabulous and stylish'. **GREEN LOUNGE**—An eco-luxury experience creates a supportive cooperative partnership, bringing forward thinking, eco conscious companies and individuals together in a hip, stylish cocktail lounge environment to facilitate branding, marketing, social networking, product placement, advertising and luxury green experiential events.

I was chatting with the super talented and lovely **Mimi Makabi** (CS's *Editor-In-Chief*) discussing how excited we were to introduce our new "Green Column" to the magazine in

this issue. While brainstorming how we were going to change the world together, she suddenly gasped and said "OMG, you HAVE to meet Rayne Guest. She's amazing!"

You wouldn't guess the gorgeous, hip, and entrepreneurial, **Rayne**

**Guest** spends a vast amount of her time on loading docks, jumps around dumpsters, carries a tape measure in her purse, and keeps overalls in her trunk. Looks can be deceiving.

She has worked for the Forest Service and planted thousands of trees for reforestation projects. She spent

years implementing recycling programs in commercial properties, focusing on the financial benefits businesses could achieve by source separating and selling their materials. Last October, working with local island officials and businesses, she developed and presented to the **Kor Group** a full scale recycling program for Anguilla, utilizing shipping companies to send island recyclables to Miami for appropriate processing in containers that once left the island empty.

In late 2008, she was introduced to a company that had made vast improvements to a technology that uses electrified salt water to produce cleaning solutions that are harmless enough to drink or spray in your eye without worrying about calling 911, yet are more effective than bleach as a disinfectant and work as a degreaser. The 'miracle liquids' are so versatile they can even be used on fish, fruits, and vegetables to increase shelf life as they kill harmful bacteria.



RAYNE GUEST

Rayne was ecstatic to see the financial, environmental, and social benefits of replacing toxic cleaning chemicals in properties, so she started the company **Ecopep**, ([www.ecopep.net](http://www.ecopep.net)), which sells and installs the systems. With hotels, estates, casinos, schools, office buildings, and public transportation systems eagerly jumping on board, her tape measure is sure to get a work out.

What's next for this earth conscious, sassy lady? In addition to expanding and pursuing various charitable endeavors, Rayne is eagerly anticipating securing a position with the world's largest logistics company in supply chain management. Of one thing we can be certain; she'll let nothing go to waste.

I'm looking forward to having Rayne join our quest on **GREEN LOUNGE**. With her support and talents it'll surely be 'waste not, want not,' in the most luxurious way possible of course! ■

## Nicole's **TOP 3 TIPS** to being fabulously **GREEN**:

- 1** Book a hybrid limousine to chauffeur you to your next glamorous event [www.eco-limo.com](http://www.eco-limo.com) or [www.hybridcars.com](http://www.hybridcars.com)
- 2** When entertaining at home, choose locally grown flowers, organic cuisine and sexy eco-cocktails like *Vodka 360's* delicious *Ecotini* or *Ecopolitan*. For recipes [www.vodka360.com](http://www.vodka360.com)
- 3** For invitations for your next soiree choose high quality recycled paper and print with vegetable or soy inks [www.greenearthprintanddesign.com](http://www.greenearthprintanddesign.com)

To contact Nicole Sherwin with your "Green" ideas, feel free to drop her a note at: [greenguru@celebrity-society.com](mailto:greenguru@celebrity-society.com)

[www.nicolesherwinevents.com](http://www.nicolesherwinevents.com)  
[www.celebrity-soul.com](http://www.celebrity-soul.com)