

Moe Green



I feel like companies don't really listen to their customers anymore. They put crap in their products and pretend that we won't notice. They overpackage and expect us to be okay with it.

I'm no activist, but I think that companies need to be responsible in the way that they make their products. I go out of my way to buy things that don't have a harmful effect on the environment or me.

Contact

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Age: 32

Education: BS in Biology

Goals

1. Achieve maximum efficiency to reduce stress on the company (dot com impact).
2. Maintain a high level of quality in the resulting web sites.

Background

Moe Green graduated eight years ago from the University of Guelph with a degree in Biology. He's worked at a few different companies since then doing research on a variety of subjects. Right now he is working for CorporateCanada, a company that examines corporations' impact on the social, economic, and environmental aspects of Canada.

Moe has been married to July for five years. They have a toddler, Alexis, who has asthma and severe allergies. Alexis' problems started Moe and July's research into alternative products that didn't make Alexis sick.

Moe and July often shop at alternate grocery stores and health markets. Even their cleaners have to be harsh-chemical free to lessen Alexis' chance of an allergic reaction.

The Greens stumbled on AVEDA products after seeing advertisements in magazines at the doctor's office. They did some research and discovered that AVEDA had products that were environmentally responsible and low on harmful chemicals.

Although Moe denies that he is an environmental activist, he supports companies that take responsibility for their actions. He buys hydroponic pesticide-free produce at the grocery store and supports small companies that listen to the feedback their customers send in.

Moe and July are happy with AVEDA's products and recommend them to friends with children.

They often support environmentalist causes that AVEDA advocates, because they believe that the company actually cares about the environment and their customers.

The AVEDA values and the Green's values match fairly closely.