

## Where can I find?

Thanks to all the readers who phoned in locations for the hard to find items listed last week!

- Callers report finding Maine Woods shoes and boots at Value City in Westland, inside the L. L. Bean catalog, and at Designer Shoe Warehouse in Troy and Southfield.
- Another caller said she found Lucite tray tables with beveled edges at Service Merchandise a few years back.
- Three callers were willing to part with copies of Laurel and Hardy's "March of the Wooden Soldiers." Phyllis Zelek offered this toll-free number for a Movies Unlimited catalog (which includes the film in black and white and color) 1-800-523-0823. The catalog is "as big as a phone book and retails for \$10.95," a \$5 coupon can be applied to the first order.
- Other good sources for video films: VideoHounds Golden Retriever (212) 889-0044; Nostalgia Family Video (503) 523-9034; and Independent Distributors (800) 457-0056.
- Someone called in the number for Eddie Jay's autograph appraisals (810) 585-3332.
- "Karen" found a copy of "Boy on a Dolphin" in a shop in Arizona will sell it to our reader. "Gail" said the Barnes & Noble Sale Annex is another good source for out-of-print books.
- "Lori" called to offer her dad's copy of "Well Savored Passage" for reference.

### We're still looking for:

- A Polyperk Electric coffee pot that makes 6-8 cups for Terry Leszczynski of Garden City.
  - A shop that appraises old buttons, plus a shop that mends broken china, place settings and figurines for "Irene."
  - Schmatzau Strawberry Preserves for a Redford couple.
  - A flat beater for a KitchenAid mixer, model 4-C for Anna Harrison.
  - A NO-SMOKING beauty salon for Los Angeles transferee Penny Ray who wants a hair cut. "I've grown accustomed to smoke-free environments," she said.
  - A Corolle pattern of dishes "Spring Pond" for Kit Lynn.
  - More copies of "Warriner's English Composition and Grammar Complete Course." Several nervous moms report they want copies for their children, too.
  - Paula McCue hopes to quickly locate an antique "Boy Scouts in the Wilderness," which is part of an old collection for a shopping buddy.
  - Wayne Peel is looking for a pair of Beetle boots complete with elastic gussets and Cuban heels - 11 1/2 D-please.
  - "Karen" is hoping to find a source for long-lasting light bulbs originally purchased 16 years ago and still going strong. "I think the manufacturer was called Nova," she said.
  - A reader is trying to find lineoleum patch to seal a cracked floor from moisture. Does anyone know of such a product?
  - Mary Drummy of Grosse Pointe is hoping to find two out-of-print books: The Other Half of the Yolk. (160 ways to use up extra yolks or whites) by Helen McCully and "Detroit is my Own Hometown" by Malcolm Blingy.
  - Robert Kuntz hopes to find two NASCAR collectibles 164-serial: #8 Kenny Wallace "Red Dog" and #98 the RCA car. Call him at (313) 427-3914.
  - A woman is looking for cassette tapes "Song of Praise" Volumes 1-3 by now-defunct Servant Publications of Ann Arbor.
  - Roz Novak needs a copy of Danny Kaye singing "Mamma Give Me a Drink of Water."
- If you've seen any of these items in your travels, let Malls & Mainstreets know and we'll print the answers. Please call (810) 901-2567.

## Aveda founder visits new store



**Guru of green: Horst Rechelbacher has built an empire on plant-based beauty products.**

BY SUSAN DEMAGGIO  
EDITOR

Horst Rechelbacher, CEO and founder of the Aveda hair and skin products, swept through his newest store at the Somerset Collection North in October, surrounded by staff and public relations people.

He was anxious to discuss his "pure plant and flower products - nothing petroleum-

based" which he insists "are simply the best."

"Now I am on the board of 16-hospital body in Minnesota which will use Aveda products in the hospital environment to promote healing through aromatherapy. This is very exciting."

Rechelbacher, 56, refers to himself as a "jack-of-all trades" - having enjoyed careers as a hairdresser, herbalist, visionary and entrepreneur. He mentions with a wry smile that it took him 28 years to earn a doctorate in aromatic medicine.

In 1978 he launched Aveda. It's pronounced *A-vey-da* which in Sanskrit means "knowledge of nature." His first product was a clove shampoo.

### Manifest destiny

Today Aveda Concept Businesses (spas, salons and stores of which there are more than 1,500 in the United States) offer clients "wellness beauty centers." This multi-million dollar international company has more than 700 pure-flower and plant-based lifestyle products for sale. Not bad for the son of a small town Austrian herbalist.

The Aveda Lifestyle Store at Somerset Collection North has an experienced staff to assist in customizing hair and beauty products for clients.

Rechelbacher points to a desktop ionizer and explains that it is one of the lifestyle stores' best-selling items. The staff nods in agreement.

"We can't keep it on the shelves. It keeps home and workplace pure," said the manager.

At Aveda, shoppers can fragrance hair and skin products with their favorite scents - "classics of the past" based on old European and Asian formulas of bergamot, jasmine, patchouli, cinnamon bark in clove, and Ylang Ylang, to name a few.

Depending on the essences, the products claim to "decongest, energize, relieve stress,

soothe irritated skin, and purify the air." There are restorative teas to "strengthen self and ease stress."

The problem with other cosmetic and skin care companies, according to Rechelbacher "is they try to chemically duplicate nature instead of cultivating it."

"Aveda searches the globe for ingredients derived from plants that are organically grown without the use of petrochemical pesticides," he said.

"Our research and development team works with physicians, botanists, chemists, pharmacologists and indigenous healers to learn more about the benefits of plants." Rechelbacher has written a book on the subject "Rejuvenation."

### Cause marketing

In 1991 he established the Give to the Earth Foundation, a non-profit agency providing assistance to people and projects with a "direct, identifiable and positive impact" on the environment. He has won a UNICEF Mother-Friendly Workplace award for his company's on-site daycare program, a Corporate Conscience Award for pro-active environmentalism, and the Green Spade Award for "preservation of the earth and commitment to sustainable agriculture."

Aveda continues to expand with a line of clothing and tote bags designed by Rechelbacher's daughter, Nicole. The Anatomy Collection is made from fabrics that include hemp, organic cotton, post-consumer recycled materials (like plastic soda bottles) and recycled textile fibers.

Aveda products are priced from a small bottle of chamomile shampoo at \$1.90 to \$100 for 16-ounces of hair emollient.

To make a reservation at the 80-acre Aveda Spa Retreat in Ocala, Wisconsin on the banks of the St. Croix River, call 1-800-283-3202. Product inquiries are welcome at the Somerset store (810) 816-3333.

## Surprise! Men shop differently than women

Women browse; men buy.

That's the skinny on shoppers from marketing directors at four regional shopping centers.

They identified five characteristics that spotlight the difference between men and women shoppers.

1. Men know what they want.

Men are product specific. They don't simply ask customer service representatives where to find the perfume counter. They want detailed directions to the counter that sells a particular brand.

"That may be because a woman made up the list and

specified the brand, size and, perhaps, even the price," said Linda McIntosh at Briarwood in Ann Arbor.

2. Men appreciate gifts made easy.

Those who come to the shopping center looking for a present rather than a brand of perfume are often eager for suggestions.

And those who ask for gift ideas are most likely to snap up

prepackaged gift baskets, perfume sets and every item shown in a coordinated and accessorized fashion display.

3. Men shop by habit.

Once they find a store that carries the product they want, men return time after time to the same place. When they return to the store, they'll even park in the same spot and enter by the same entrance.

4. Men spend less time shopping.

Men don't browse or comparison shop.

5. Men are last-minute shoppers.

Before a holiday, or special occasion, men generally shop before or the day of the event.

- Courtesy of the Taubman Co.

## How to say "Ti amo" for valentine's Day at capelli spa



This Valentine's Day, give your sweetheart a gift that will never be forgotten. A luxurious visit to Capelli. For hair, face or body - for women or for men - there is no greater pleasure than the pampering they will enjoy.

### A Day at the Spa

It starts with a Capelli facial, followed by a one-and-a-half hour massage, then a manicure and pedicure with aroma paraffin, hair finish, and makeup with charm. Also included are a healthy lunch and a special gift bag just for you. If only all days could be like this!

### The Spa Facial

Includes skin analysis, cleansing, exfoliating, facial massage, removal of impurities, a masque and final moisturizing, then a special back massage using aroma therapy oils to purify, activate and restore. Bellissima!

### Men's Day at the Spa

It starts with soothing Hydrotherapy, the strongest massage for bringing tired muscles back to life and ridding the body of toxins. A capelli facial accelerates the detox process, and a refreshing scalp treatment tops off the day. Also includes a special gift!

### Custom Gift Certificate

Create something special for that special someone! Whether it's a manicure, pedicure, great hair day, fabulous dual scrub or an Italian body polish, you can customize a visit to Capelli any way you like it. What a touching gift!

gift certificates from \$17 and up. capelli car and limousine service.

1939 S. Telegraph Bloomfield Hills 810.332.3434  
To make a reservation call 1-800-955-1111

Capelli  
SPA

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Call (810) 644-1700 to order by phone.

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