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Reduce, Reuseniks, Recycle!

by Victoria Everman

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What do **Donna Karen**, **Jamie Lee Curtis**, and **Ed Begley, Jr.** all have in common? They're Reuseniks! Started by proud mom and Los Angeles-area resident Jane Wyler, **Reuseniks** is a line of "everyday environmental alternatives" that's been delighting the media and celebs alike. Just who can be a Reusenik? **"Everyone is a Reusenik already.** They are recycling and conserving or maybe just thinking about doing so," says Jane.

Reuseniks' first product, the Clothesnik, is a reusable garment bag – perfect for travel and trips to the dry cleaners. "People love the product, the idea and the name," says Jane. "Everyone gets it. The 'light bulb' goes off and everyone says, 'Of course!'" The Clothesnik has already been featured in the **NY Post**, **Los Angeles Times**, and on **The Sundance Channel**. Most recently, **Entertainment Tonight** used the Clothesnik bags as the canvas for their Emmy awards party invitation. "Our friends at Yes Design Group in Los Angeles designed the bag and CBS and Entertainment Tonight is their client. As soon as they saw the bag, they came up with the idea. For us, the idea that 1000 of Hollywood's movers and shakers have a bag in their hands and in their closets is just amazing."

In just the past few months, numerous outlets have been buying up the Clothesnik bags – hotels, boutiques, and corporate gift givers. "We are fielding retail calls daily and selling to a broad base of customers. The timing is perfect for this type of environmentally sound product," notes Jane. "People understand that plastic is destructive to our oceans and land and this is a very simple way of improving one's carbon footprint. The public consciousness is fully aware of it and taking steps to change the way they live." With only 1% of the world's plastic bags being recycled, it is clear that we all can do our part to reduce the need for them. To get your hands on a swank, reusable Clothesnik bag, log on to [the Reuseniks website](#) and place your order today.

What's next for Reuseniks? Jane is keeping pretty hush-hush about that, but she assures us that, "We presently have some products in the works."

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Green Tip

Choose imports wisely. Don't buy food that is out of season

- Ferris Kawar



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