

Self-Esteem Principles

The Body Shop is committed to being a responsible retailer, selling products with a purpose, and activating self-esteem for everyone involved in our business. We want to be an inspiring employer, business partner and personal care retailer, by promoting diversity, acceptance and empowerment. Our vision is for every person to be proud and happy to be who you are. We will not promise eternal youth, or prey on people's insecurities, but focus instead on products that provide wellbeing and comfort. We will celebrate differences, and encourage personal development and freedom to be anything you want to be.

Our Commitments:

- ♦ **Promoting diversity in our employment practices** through global equal opportunities standards
- ♦ **Enabling personal development for our employees** through volunteering, training and personal development plans
- ♦ **Creating marketing messages which celebrate diversity and emphasise wellbeing and comfort**, without promising eternal youth or preying on people's insecurities
- ♦ **Creating positive messages on women's rights** through our campaigns on causes affecting women throughout the world

We will ensure continuous improvement by:

- ♦ Monitoring and reporting on employee diversity at all levels
- ♦ Setting global employee development standards for all company-owned operations
- ♦ Consulting and supporting franchisees in their employee development
- ♦ Assessing our marketing language and messages against our Values
- ♦ Operating a vigorous copy approval process to avoid unsubstantiated performance claims
- ♦ Campaigning globally to support and empower women to stand up against domestic violence
- ♦ Providing training and raising awareness among employees on campaign issues
- ♦ Encouraging and assisting franchisees in running our campaigns
- ♦ Listening to stakeholders to understand their concerns

These principles apply to all business units owned by The Body Shop International Plc

Examples of our principles in action:

- ♦ Our campaign to Stop Violence in the Home has helped outlaw domestic violence in several of our markets
- ♦ We do not use models in our external marketing who are very thin or very young
- ♦ We ensure that all employees have annual personal development reviews