

## **THE BODY SHOP**

### **'Nature's way to beautiful'**

The Body Shop believes that there is only one way to beautiful - nature's way. Having believed this for many years, The Body Shop has constantly sought out wonderful natural ingredients from all four corners of the globe to bring you products bursting with effectiveness to enhance your natural beauty. Whilst doing all of this The Body Shop also strives to protect this beautiful planet and the people who depend on it - not because it's fashionable, but based on the belief that it's the only way.

More than 30 years have passed since the late Dame Anita Roddick began her extraordinary journey with The Body Shop and pioneered the simple idea that "businesses have the power to do good", leading to the birth of the original, ethical cosmetics company. Today, this philosophy continues to drive everything we do and we sum this up in one phrase, 'Nature's way to beautiful'.

You'll find our unique philosophy being celebrated across more 2,500 The Body Shop stores in over 60 countries worldwide, while we continue to introduce new and innovative naturally-inspired products across our range of over 1,200 products, and campaign on subjects we believe in.

### **Discover more about The Body Shop**

The Body Shop believes that business has the power to make the right kind of difference to the world. Here are examples of just some of the initiatives our customers have recently supported by shopping with The Body Shop

- We became the first cosmetics company to source sustainably-harvested palm oil and introduce the ingredient into the beauty industry, working in partnership with a producer in Colombia, in 2007
- The Body Shop has always been recognised for having a unique approach to packaging and in 2008 The Body Shop introduced 100% PCR bottles (post consumer recycle) PET bottles (polyethylene terephthalate)
- The unique Community Trade programme creates sustainable trading relationships with disadvantaged communities around the world and provides essential income to more than 25,000 people across the globe
- Over 65% of products contain Community Trade ingredients or are produced through the Community Trade programme
- The Body Shop continues to raise awareness and funding for women affected by domestic violence in 2008. The Stop Violence In The Home campaign has raised over £2 million GBP
- In 2009 we continued to raise awareness of HIV and AIDS among young people, working with MTV Networks International. This campaign funds the Staying Alive Foundation, a grass roots organisation supporting young people internationally

- We're committed to trading ethically - our sourcing team is trained in ethical audits and we only trade with suppliers who are committed to our Code of Conduct for Suppliers

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