

THE BODY SHOP®

PRESS RELEASE

POWER UP WITH NATURE'S FINEST! 2012



YOUR LIPS, YOUR VOICE, YOUR VOTE!

*Become a beauty activist with
The Body Shop Foundation
Dragon Fruit Lip Butter*

THE BODY SHOP FOUNDATION HAS BEEN HELPING GRASSROOTS CHARITIES SINCE 1989. THAT'S WHY WE'VE LAUNCHED OUR SUPER MOISTURIZING DRAGON FRUIT LIP BUTTER, THE FIRST THE BODY SHOP PRODUCT THAT ALLOWS YOU TO SUPPORT A CHARITY OF YOUR CHOICE.

AS OF AUGUST 20TH, IN CANADA, THE BODY SHOP IS SUPPORTING THREE NATIONAL CHARITIES — **CANADIAN ASSOCIATION OF ELIZABETH FRY SOCIETIES** (HUMAN RIGHTS), **CANADIAN PARKS AND WILDERNESS SOCIETY** (ENVIRONMENTAL PROTECTION) AND **THE HUMANE SOCIETY OF CANADA** (ANIMAL WELFARE). FOR EVERY SALE OF THE BODY SHOP FOUNDATION DRAGON FRUIT LIP BUTTER IN CANADA, 100% OF THE PROFITS WILL GO TO THESE THREE CHARITABLE CAUSES.

BUT THE BEST THING ABOUT IT? YOU GET TO CHOOSE WHICH CHARITY YOU WANT TO SUPPORT THROUGH A UNIQUE VOTING MECHANIC. YOU GET SOFT, SUPER KISSABLE LIPS AND GET TO CHOOSE WHICH CHARITY YOU WANT TO HELP OUT. NOW THAT'S **BEAUTY WITH HEART.**



SINCE 1989, WE'VE FUNDED MORE THAN 2,500 PROJECTS AROUND THE WORLD, DONATING JUST OVER \$30 MILLION.

1-2-3- ACTIVISM!

BUY

For any in-store total purchase you make, you'll get one token to vote for any of the three great charities. However, if you add a deliciously zesty, Dragon Fruit Lip Butter to your purchase you'll receive an additional token. Here's to making your choice (and voice) a little stronger!

CHOOSE

Take your tokens to the voting box. The voting box will have three separate slots, each one for a different Canada charity. Vote for the charity you want to support by dropping your tokens into one or more of the slots. The choice is yours.

VOTE

As you enjoy luscious lips and a warm feeling inside, we'll count the votes and help support local charities. Each charity will receive funding based on the number of votes. The more votes the greater the funding. You decide!



THE BODY SHOP FOUNDATION IS THE CHARITABLE TRUST OF THE BODY SHOP INTERNATIONAL AND IS A TRULY VISIONARY ORGANIZATION THAT STANDS HEAD AND SHOULDERS ABOVE THE REST. HERE, **LISA JACKSON, CEO OF THE BODY SHOP FOUNDATION**, EXPLAINS WHAT IT IS THAT MAKES IT DIFFERENT FROM OTHER CHARITABLE ORGANIZATIONS AND HOW THE FOUNDATION MAKES A DIFFERENCE TO THOUSANDS UPON THOUSANDS OF LIVES AND HABITATS AROUND THE WORLD.

HOW LONG HAS THE BODY SHOP FOUNDATION BEEN IN OPERATION?

We've been around for ages! Since 1989, The Body Shop Foundation has been supporting grassroots charity projects in the areas of animal welfare, human rights and environmental protection.

HOW DO YOU SUPPORT THESE GRASSROOTS CHARITIES, EXACTLY?

Mostly, we donate funds to help them get their own projects off the ground. Since 1989, The Body Shop Foundation has donated more than \$30 million to more than 2,500 charities.

WHY DO YOU CHOOSE TO HELP GRASSROOTS CHARITIES?

Due to their local nature and the unfamiliar or pioneering nature of their work, these kinds of groups sometimes get overlooked for funding. We're there to make sure they get the help they need!

WHY ARE PROGRESSIVE CHARITIES IMPORTANT TARGETS FOR YOU?

We believe that being different and daring deserves to be recognized. Being different and daring is what made The Body Shop what it is today. We're proud to carry on this philosophy.

WHY HAVE YOU DECIDED TO LAUNCH THE BODY SHOP FOUNDATION LIP BUTTER?

The Body Shop Foundation Lip Butter is a great way to extend the reach of our global funding by reaching people directly. Through The Body Shop Foundation Lip Butter, we can reach more grassroots charities with more money.

SOUNDS AMAZING! HOW CAN I FIND OUT MORE?

To find out more about us, our fundraising or our projects, visit our website at www.thebodyshopfoundation.org. And don't forget to go in store and buy our amazing The Body Shop Foundation Lip Butter!

BREAK IT DOWN!

- In 2012 alone, The Body Shop Foundation has issued...
- 72 grants for Human Rights
 - 30 grants for Animal Protection
 - 15 grants for the Environment
 - 30 grants across the Americas
 - 21 grants across Asia Pacific
 - 32 grants across Europe, Middle east and Africa
 - 22 grants given to inter-continental groups
 - 12 grants given to local groups
 - TOTAL FUNDS OF \$1.1 MILLION AND COUNTING!

NOTES TO EDITORS

To find out more, please contact:

Stacie Keenan

The Body Shop
Tel: 416-782-3233
Cell: 416-648-2736
stacie.keenan@thebodyshop.com

Adriana Lurz

Strategic Objectives
Tel: 416-366-7735x267
alurz@strategicobjectives.com

The Body Shop International plc is the original and ethical beauty brand, with over 2,500 stores in over 60 markets worldwide. The Body Shop seeks out wonderful natural ingredients from all four corners of the globe to deliver products bursting with effectiveness, to enhance your natural beauty. By striving to use the planet's resources wisely, The Body Shop searches for outstanding natural materials and ingredients from across the globe to include in its range of products. The Body Shop is proud to have been the first beauty brand to have brought the benefits of fair trade to the beauty industry through its own unique Community Fair Trade programme, to have introduced 100% recycled packaging, and to raise funds and awareness on key issues of the day, including the sex trafficking of the most vulnerable in our society, children and young people.

COMMUNITY FAIR TRADE

A purchase from our Community Fair Trade programme can put a smile on faces as far away as Ghana, Nicaragua, Italy and India - improving the financial security, comfort and health resources available to farmers, producers and their families in more than 20 countries.

In 1987 we launched our pioneering Community Fair Trade programme which now directly benefits over 300,000 people, as we seek to provide a fair income, for work in fair conditions, for all those involved in this unique programme. Our commitment to Community Fair Trade continues to grow, with over 80% of our products containing at least one Community Fair Trade ingredient.

THE BODY SHOP AROUND THE CLOCK

We've got all your favourite products to help enhance your natural beauty for 24/7 shopping, delivered direct to your door. Shopping with The Body Shop® online couldn't be any easier. www.thebodyshop.ca

AGAINST
ANIMAL
TESTING

SUPPORT
COMMUNITY
FAIR TRADE

ACTIVATE
SELF
ESTEEM

DEFEND
HUMAN
RIGHTS

PROTECT
OUR
PLANET

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