

PRESS RELEASE

# MAKE IT REAL TOGETHER

Come together and spread some magic  
with new, unexpected gifts for every  
beautiful body at The Body Shop.



THE BODY SHOP



# The real magic of Christmas is always made together.



The Body Shop is here to help you make the magic real for every beautiful body this year, with new, unexpected gifts for everyone on your list. This line-up is all about spreading the love and sharing little acts of kindness. Illustrated with characters spending time in their cosy, colourful Brighton homes, where The Body Shop was founded, these merry mavericks celebrate what it means to be a modern family. Whether fighting for gender justice or the environment, they embrace togetherness to fight for a fairer, more beautiful world. What's more, it's important our purchases have a positive impact on people as well as the planet. As we come together, let's act on our collective power to care.

## COME TOGETHER. ACT TOGETHER.

In times of crisis, inequality grows and communities are isolated and left behind. That's why every purchase with The Body Shop this Christmas will help

support the organisations that give back safety, security and a home to the women most affected by the shadow crisis of Covid-19.\*

In most countries, measures to ensure the safety and recovery of women from violence and abuse remain limited in resource due to a lack of sustainable funding. This is the case even in countries with a well-developed feminist women's services sector, where shelters are still at constant risk of cuts and closure due to changing political and economic climates.

Globally, The Body Shop aims to donate a minimum of £250,000 to women's organisations. With your help, we want to give back even more. Find out more in-store or online at [www.thebodyshop.com](http://www.thebodyshop.com).

\*In the UK, we're donating 1.8p from every transaction between 13th October 2020 to 31 December 2020 to the charity End Youth Homelessness. This will help young people to escape homelessness for good by supporting them into a safe place to call home. Whatever the purchase, big or small, it will help us reach our maximum donation target of £100,000.



Come together.  
Fight for gender justice.  
Empower every body.  
Together, we're unstoppable.



# GIFT A LITTLE GREENER



Have yourself a more sustainable Christmas with greener ways to gift, thanks to cleverly designed packaging, some made specially to upcycle.

Overall, packaging material has been reduced by in excess of 80 tonnes compared with our 2019 collection, cutting over 40 tonnes of paper and over 7 tonnes of plastic.



# SPREAD THE LOVE

WITH SPECIAL EDITION SEASONAL SCENTS



Meet this year's line-up of Special Edition festive fragrances: New Winter Jasmine, Festive Berry and Warm Vanilla. All vegan, all seriously Christmassy. Nourish, buff, lather and slather that body with our sweetest surprises.



£12

NEW!

## SPECIAL EDITION WINTER JASMINE

The Body Shop's first floral fragrance for Christmas, Winter Jasmine is a modern twist on the winter wreath. Fresh, crisp and white as a winter's morning.



£12

## SPECIAL EDITION FESTIVE BERRY

Fragrantly fruity, gloriously tangy. Christmassy as a sprig of holly, the Festive Berry body care range is back to give you all the festive feels.



£12

## SPECIAL EDITION WARM VANILLA

Back by popular demand, this addictively sweet fragrance smells like sugar and spice and all things nice. Snuggle up, it's time to get cosy.

# GIFTS FOR EVERYONE ON YOUR LIST



For that budding activist, beardy brother-in-law, marvellous mum and make-up buff, or that real-life superhero who deserves to feel properly pampered. Take a sneak peek at the collection right here.



## SOOTHING ALMOND MILK & HONEY ULTIMATE GIFT BAG

Seriously rich, seriously soothing. These heavenly rich head-to-toe treats are made to cocoon dry, sensitive skin, made with organic almond milk from Spain and Community Fair Trade honey. It's got all they need to care for winter skin, with a Body Scrub, Shower Gel, Body Yogurt, Body Butter, Face Mask and Hand Cream, packed in a reusable beauty bag.



## CHRISTMASSY BODY BUTTER TRIO

The most indulgent way to try all three Special Edition seasonal scents. A scoop of legendary Body Butter helps to lock in 48hrs of ultra-rich hydration. Keep skin merry with Festive Berry, enriched with cranberry seed oil from North America; Warm Vanilla, made with vanilla extract from Madagascar; and Winter Jasmine, infused with jasmine extract from India.



## LATHER & SMOOTH SNOW GLOBE GIFT DOME

The magic's not just for Christmas. Surprise them with some fruity self-care essentials, packed in a beautifully illustrated tin snow globe. Designed with a coin slot at the back, it's perfect for upcycling as a money tin. Inside, they'll find the oh-so-summery Strawberry Body Butter, Shower Gel and Lip Butter, plus the Truly Nourishing Banana Shampoo and Conditioner, made with real banana puree from Ecuador.



## CAMOMILE GENTLE MAKE-UP REMOVAL KIT

Wave goodbye to party make-up the easy way this Christmas with our Camomile Gentle Make-Up Removal Kit. Sweep our eye make-up remover over lids to remove even waterproof make-up. Massage a dollop of cleansing butter into skin and gently buff with the hot muslin cloth. Made for sensitive skin and suitable for contact lens wearers, this cleansing duo leaves skin feeling clean and petal-soft. This starter kit for skincare is the perfect Christmas gift (plus a gentle reminder not sleep in your make-up!)



## SHAKE & SWISH GINGER HAIRCARE DUO

Name a more iconic duo. The Ginger Shampoo and Conditioner are ready to let loose on loose flakes, helping to gently soothe signs of a dry scalp. Made with ginger essential oil, birch bark and white willow extracts, this invigorating routine will have them hair-swishing all winter.



## HAIR SLIDES

Permission to be fierce. New to the crew of sell-out hair accessories, these colourful hair slides celebrate all things bold and beautiful. Be Brave, be fearless and unapologetically empowered – you'll be unstoppable.



## DAY & NIGHT MASK DUO

Treat skin to round the clock TLC with our Day and Night Mask Duo. Rise and shine. Smooth on our richly-textured Nicaraguan Coffee Intense Awakening Face Mask and let it work its magic – it exfoliates the skin leaving it feeling cleared of impurities and looking radiant. The intense coffee scent is pretty good too. Give parched skin a supercharged drink with our Hemp Overnight Nourishing Rescue Mask. You'll wake to skin that feels nourished for up to 72hrs.



## SPA OF THE WORLD™ RELAX ME DUO

Take someone on a tranquil escape this Christmas with our Spa of the World™ Relax Me Duo. Buff that beautiful body to silky-softness with our gently exfoliating scrub.

Smooth on our rich body cream – its light, velvety texture moisturises skin and leaves it delicately scented with Japanese Camellia. Packed with skin-loving ingredients from around the world, this relaxing duo is the perfect Christmas gift for you or someone special.



## THINGS MIGHT GET MESSY MASKING KIT

Give skincare aficionados a pampering treat this Christmas with our Things Might Get Messy Masking Kit. Packed with our favourite Expert Face Masks, this trio will get skin looking dewy and feeling refreshed in no time. Slip on the star headband, it's time for some serious relaxation. Draw out impurities, combat oil and give your complexion a little glow with our Himalayan Charcoal Purifying Glow Mask. Feel fresh and moisturised with our British Rose Plumping Mask scented with handpicked rose petals. Illuminate and revitalise with our Chinese Ginseng & Rice Clarifying Polishing Mask – it'll reveal brighter-looking, supple-feeling skin. Made from Community Fair Trade ingredients from around the world, this pampering kit makes the perfect Christmas gift for treating yourself or someone special.



## DROPS OF YOUTH™ FRESHER SKIN KIT

Give the gift of fresher, healthier-looking skin this Christmas with our superhero Drops of Youth™ skincare duo. Drops of Youth™ Concentrate is reinforced with environmental protection and natural antioxidants and leaves skin feeling replenished with moisture and with a healthy-looking glow. Drops of Youth™ Youth Cream A velvety air-whipped moisturising cream to leave skin feeling smoother, more supple and refined with a youthful-looking bounce. Infused with a blend of 3 plant stem cells.

# CREATE YOUR OWN GIFT



Make their Christmas truly unique. Pop into your local store to handpick all the nature-inspired goodies they love, then have their bespoke bundle packed in a paper gift box, bag or jute pouch. Beautifully designed, responsibly sourced, especially for them.



## GET PAPER INDUSTRY

Get Paper Industry has been a Community Fair Trade partner of The Body Shop since 1989. This Christmas, their team of artisans have crafted three beautifully designed gift boxes with an extra special touch. Based in Nepal, they create handmade paper using sustainable materials like cotton off-cuts from textile garment factories. Get Paper Industry provides fair and equal pay, good working conditions and it's time to get cosy.



## TEDDY EXPORTS

The Body Shop's relationship with Teddy Exports spans over 30 years. Based in India, the company has grown from 5 craftspeople to over 600 employees in 30 rural villages, providing their artisans with fair pay. Over the years, this partnership has ensured funding for many innovative healthcare initiatives and helped to provide education for thousands of children. This Christmas, Teddy Exports have crafted two buttoned jute pouches to make that bespoke gift glorious.

# BRUSH. CRUSH. PARTY.

MAKE-UP MADE TO SHIMMER ALL PARTY SEASON



Get ready to glow with make-up essentials for the winter party season.



## BOLD AS NATURE EYESHADOW PALETTE

Down to earth opulence. This palette packs a vegan formula with a high colour payoff, featuring 12 shades inspired by nature's riches, from muted nudes to molten metallics.

**About The Body Shop International.** Founded in 1976 in Brighton, England, by Dame Anita Roddick, The Body Shop is a global beauty brand and a certified B Corp™. The Body Shop seeks to make a positive difference in the world by offering high-quality, naturally-inspired skincare, body care, haircare and make-up produced ethically and sustainably. Having pioneered the philosophy that business can be a force for good, this ethos is still the brand's driving force. The Body Shop operates around 3,000 retail locations in more than 70 countries. Along with Aesop and Natura, The Body Shop is part of Natura & Co, a global, multi-channel, multi-brand cosmetics group that is committed to generating positive economic, social and environmental impact.

**About End Youth Homelessness.** End Youth Homelessness (EYH) is a national movement to end youth homelessness in the UK. EYH brings together local charities to tackle youth homelessness on a national scale. Each EYH charity works in its own way to meet the needs of local young people; all sharing a belief in giving homeless young people the opportunity to turn their lives around; build high aspirations and move on to successful and independent lives. EYH charities work directly with over 30,000 young people who are amongst the most deprived in the UK. End Youth Homelessness is administered by Centrepoin, a charity registered in the UK (Registered Charity No. 292411)

For more information, images and press queries, please contact: [UK.PRESSOFFICE@THEBODYSHOP.COM](mailto:UK.PRESSOFFICE@THEBODYSHOP.COM)

Certified



This company meets the highest standards of social and environmental impact

Corporation