

The Body Shop Offer Tips and Hints on Beauty Advice

THE BODY SHOP.

Released on: October 8, 2008, 7:28 am

Press Release Author: [The Body Shop](#)

Industry: [Retail](#)

Press Release Summary: The Body Shop are inviting customers to visit **The Lounge**, a new section of the company's website which is full of tips and hints on how to make the most of The Body Shop's products.



The image shows a screenshot of a website section titled "the lounge". The background is a soft-focus green with pink flowers. A red banner contains the text "BE FABULOUS WITH THE BODY SHOP®". To the left of the banner is a small photo of Chase Aston and his signature. Below the signature, text reads: "Chase Aston, international make-up artist and beauty representative for The Body Shop answers your make-up questions." and "Chase Aston is a major force within the make-up industry. He has been the make-up stylist for 57 covers of Cosmo magazine and numerous covers and editorials for Vogue and Elle. He has worked with the biggest names in fashion and beauty from top models such as Kate Moss and Claudia Schiffer, to famous personalities such as Cameron Diaz and Britney Spears." To the right of the text is a close-up photo of a woman's face with dramatic eye makeup. At the bottom of the photo, a small grey box says "CLICK ON AN AREA TO SEE MAKE UP-TIPS FROM CHASE".

Press Release Body: **The Body Shop**, the UK based ethical cosmetics company, are inviting customers to visit **The Lounge**, a new section on their website which outlines how to make the most of products from The Body Shop.

This section of the site was added following the recent global expansion of the [website](#).

The Lounge features images, text and video content featuring **The Body Shop's** products and offers advice on how to use them in order to gain the best results from them.

Customers visiting **The Lounge** will find information on the new **Nature's Minerals Make Up** range from **The Body Shop** with video clips showing how to apply the make up correctly and how to achieve different looks.

Tips and hints are also available from international make up artist and beauty representative for **The Body Shop, Chase Aston**. As the make up stylist for 57 covers of Cosmo magazine as well as numerous covers and editorials for Vogue and Elle, few are in a better position to offer make up advice to The Body Shop's customers.

There is also advice on how to identify the best products for you from the recently released **Wellbeing Range** **The Wellbeing Diagnostic tool** helps customers decide which products in the new Wellbeing range are right for their lifestyles; Total Energy, Divine Calm, Deep Sleep or Pure Detox.

Visitors can also keep up to date with **The Body Shop's Community Trade** program which aims to benefit the communities from where the Body Shop's ingredients are sourced.

The Lounge is open and online now at www.thebodyshop.com/global

About The Body Shop:

The Body Shop International plc is the original ethical cosmetics company, now operating across more than 2,500 stores in over 60 markets worldwide. 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. We strive to use our planet's resources wisely, searching for outstanding natural materials and ingredients from across the globe to include in our range of products. We continue to lead the way, sourcing sustainable palm oil, introducing 100% recycled packaging, and raising funds and awareness to help prevent the spread of HIV/ AIDS, and continuing to support marginalized communities around the world through our Community Trade fair trade programme.

For over 30 years The Body Shop has believed that business has the power to make the right kind of difference to the world. Our unique philosophy continues to drive everything we do, allowing our customers around the world to become 'activists', simply by choosing from our range of products. As Dame Anita Roddick said: "Activism isn't listed on The Body Shop labels as an ingredient, but it is there as surely as the bergamot and hemp oil."

Web Site: <http://www.thebodyshop.com/global>

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