

# The Body Shop Announces New Fragrance Launch

THE BODY SHOP.

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The Body Shop has announced the launch of a new fragrance named 'Love Etc'.

The fragrance has been created exclusively for The Body Shop by one of the world's most talented perfumers, Dominique Ropion, who has worked with the world's leading perfume brands, including Cacharel, Givenchy, Calvin Klein, assisting in the development of fragrances such as Armani 'Code', 'Lovely', 'Dune', 'Euphoria' and 'Amarige'. Working closely with the Body Shop's in-house team, Ropion created [Love Etc](#) which combines jasmine, vanilla, sandalwood and musk cream.

To gain greater insight into the generation of 20-30 year old women who most identify with the values behind 'Love Etc', [The Body Shop](#) also worked with respected socio-cultural trend expert Jolanta Bak.

"Perfume is a vehicle of dreams and aspirations - it conveys emotions, dreams, aspirations," said Jolanta. "This fragrance appeals to women for whom ethical values are very important. They believe in justice, fairness and sharing, and they are less individualistic than previous generations."

'Love Etc' is the very first Eau De Parfum to feature alcohol made from a fair trade and organic ingredients, grown in the foothills of the Andes, promoting environmental sustainability and biodiversity.



The launch of 'Love Etc' is supported by a new 'Love Etc' homepage which features video uploads of what people from around the globe expressing their views and opinions on love via the mediums of music, song and dance. Visitors to the 'Love Etc' homepage are also invited to send a love letter to a friend or loved one. The love letters can be sent direct or anonymously in order to share the love around the globe.

Customers are also invited in store to learn more about how the fragrance was created, with free samples of 'Love Etc' also be available in store.

'Love Etc' will be available online and on the high street from September.

Notes to Editors:  
'Love Etc...' is a legal trademark of the Body Shop and the name should therefore be written in its full form in any published materials pertaining to the product.

### **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".

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