

The Body Shop Launches Christmas Gift Finder Tool

THE BODY SHOP.

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The Body Shop, known as an ethical beauty brand, has created a new gift finder tool, helping those searching for ideas for Christmas gifts.



The new online [Christmas gift](#) finder on The Body Shop site takes into consideration a number of factors to come up with the ideal gift. Customers simply use a series of sliders to indicate the age of the person being bought for, whether the gift is for a best friend or for a Secret Santa, the part of the body the gift is for and a number of other factors. The gift finder tool will then offer a number of suitable present ideas. The tool will even suggest random gifts for those who can't decide on a present.

Gifts that customers can find with the new tool include favourites from [The Body Shop](#) such as fragrance gifts, cosmetic bags, bath time treats, essential oils and skin care products, many of which include the benefits of natural ingredients. It seems that during the harsh economic climate, people are turning their homes into their own personal havens to retreat to, leading to an increase in sales of home spa products and indulgent treats to use in the comfort of their homes.

This winter sees the arrival of seasonal bath, body and home fragrance collections, bursting with naturally-derived ingredients and festive fragrances like Black Velvet Apricot, Nutmeg and Vanilla and Merry Cranberry. It's also easy for customers to personalise their presents with unique The Body Shop collections of bags and boxes, which are ready to be filled with shoppers' bespoke gifts.

About The Body Shop:
The Body Shop International plc is the original, natural 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 Trade](#) programme, to have introduced sustainable palm oil into its soaps, 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.

The Body Shop has received the recognition of organisations including the British RSPCA, Royal Society for the Prevention of Cruelty to Animals, having been proudly awarded the prestigious RSPCA 'Lifetime Achievement Award 2009', "in recognition of the significant contribution the company has made in helping to achieve a ban on animal testing and in particular the work carried out by its late founder Dame Anita Roddick". In addition The Body Shop is pleased its products continue to win illustrious awards and accolades internationally. The brand continues to be cited as an 'ethical' and 'green brand'.

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