

# The Body Shop Announces a New Digital Look and Introduces New Products

THE BODY SHOP®

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Industry: [Apparel & Fashion](#)

**Press Release Summary: The Body Shop is to reveal a fresh new online look mirroring the company's values and the belief that the only way to beautiful is Nature's Way.**



Press Release Body: The naturally inspired beauty and cosmetics company will re-establish their ethical background by promoting a new marketing campaign named '**Nature's Way**' and launching two new product ranges - **Wellbeing and Nature's Minerals**, a mineral make-up range.

**Worldwide The Body Shop** websites will be housed under the same domain name, making it easier for customers to find Body Shop products online. The revamped look will coincide with the launch of the new products which will be made available within the coming days.

Both new product ranges are inspired by the natural world's abundance of ingredients.

The **Wellbeing range** offers four new regimes; Total Energy, Pure Detox, Divine Calm and Deep Sleep treatments, which are all produced with natural ingredients based on traditional herbal remedies to help alleviate modern day lifestyle worries.

Many ingredients included within the Wellbeing ranges are sourced through the Community Trade program, meaning a purchase from the range contributes to

socially or economically-marginalised communities around the world, from Ghana, Brazil and Nicaragua, to the UK and Republic of Ireland.

The new Wellbeing products from [The Body Shop](#) are designed to be easily incorporated into any lifestyle, with customers being able to pick the regime that's right for them.

The **Nature's Minerals™ range** is derived from pure mineral powders, in order to deliver a natural finish, offering 'barely there' make up that also helps to achieve healthy looking skin.

Nature's Minerals™ has been clinically proven to be suitable for those with sensitive skin with each product being preservative free, fragrance free and oil free. The Foundation, Blusher and Eyeshadow brushes available within the Mineral Make Up range are also 100% free of animal hair.

**The Body Shop** also plans to convert all PET (polyethylene terephthalate) bottles, from 30% recycled material to 100% over the next 12 months.

#### **About The Body Shop:**

The Body Shop International Plc has more than 2500 stores in over 60 markets worldwide. A global retailer of toiletries and cosmetics, The Body Shop is committed to [environmental protection](#) and respect for human rights; the company develops trading relationships with communities in need and are against animal testing in the cosmetic industry. The Body Shop also encourages education, awareness and community involvement among its staff and customers.

All The Body Shop products and ranges are suitable for vegetarians, meaning they contain no animal slaughter by-products. Select ranges are suitable for vegans, which in addition contain no animal derivatives, such as beeswax, honey and lanolin.

**Web Site:** <http://www.thebodyshop.com/bodyshop/>

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