

The Body Shop Unveils New Products to Combat Tension and Stress

THE BODY SHOP.

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Press Release Summary: The Body Shop has revealed the new Divine Calm range. The range is part of the Wellbeing line, which has been devised to help address modern day lifestyle worries.



Press Release Body: [The Body Shop](#), the world's leading ethical cosmetics company, has recently unveiled new products designed to help you wind down and de-stress. Users of the new products can soothe the body and relieve tension with a massage and bathing regime based on the calming benefits of lavender essential oil and Community Trade camomile.

A key ingredient in the new [Divine Calm range](#) is pure French lavender essential oil. Herbalists have used lavender for centuries and with its vibrant colour and wonderful perfume it has a unique appeal and aromatherapists have long used it to help promote relaxation and ease stress.

Camomile also features heavily in the **Divine Calm range from The Body Shop**. The camomile used by **The Body Shop** is sourced through the unique [Community Trade fair trade programme](#). **The Body Shop** sources camomile water and essential oil from a small co-operative of farmers based in Norfolk England, and the farming methods used by the cooperative helps protect the quality of the environment in the area, while trade with The Body Shop generates essential income.



The Divine Calm range includes Heavenly Shower Gel, Serenity Milk Bath Powder Sublime Body Lotion, Massage Oil and Essential Oil, which user trials showed were each highly effective at easing tension and relieving stress.

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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