

# The Body Shop Unveil New Wellbeing Diagnostic Tool

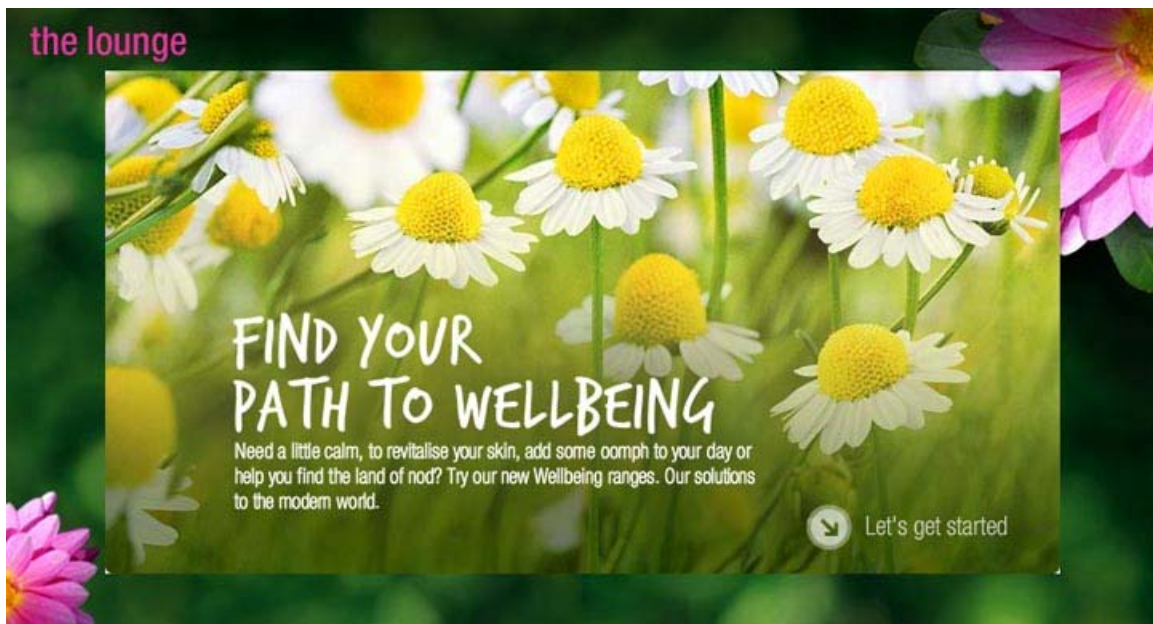
THE BODY SHOP.

Released on: September 15, 2008, 8:29 am

Press Release Author: Leanne Rinning

Industry: [Retail](#)

**Press Release Summary: The Body Shop has unveiled a new online diagnostic tool to help customers decide which products in the new Wellbeing range are right for their lifestyles.**



Press Release Body: **The Body Shop**, a leading global retailer of toiletries and cosmetics, has unveiled a new online diagnostic tool to coincide with the launch of the company's new **Wellbeing Range**.

The website is designed to help customers of [The Body Shop](#) find

products in the **Wellbeing Range** that are suited to help ease the stress and anxiety of the individual's everyday life.

Split into four different regimes, namely **Total Energy, Divine Calm, Deep Sleep and Pure Detox**, the [diagnostic tool](#) leads users through four simple stages in order to determine the regime and products that are suitable for the customer's needs. These recommendations are then available for the customer to print off and keep for future reference.

Visitors to the site can find products to help ease their everyday concerns, with the site guiding users to the ideal cleansing items, moisturisers, treatments and essential oils for their needs, with full details of the ingredients used, including camomile, jojoba and guarana, also available.

Designed to be easily incorporated into everyday lifestyles, every product in the [Wellbeing Range](#) contains effective active natural ingredients based on traditional herbal remedies. Products user trials have proved the effectiveness of this new range from **The Body Shop**, with well over half of those testing the products discovering the relaxing properties of **Divine Calm Heavenly Shower Gel** as well as the uplifting and invigorating **Total Energy Exhilarating Body Wash**.

The new diagnostic site from **The Body Shop** looks to be the ideal way for those leading a busy life to discover remedies and treatments to combat stress, lack of sleep and the feeling of being run down.

With many of the natural ingredients used in the **Wellbeing Range** sourced through [Community Trade Programme](#), those who purchase items from the Wellbeing Range will also contribute to the wellbeing of [communities around the world](#) including Ghana, Brazil, Zambia, Namibia, Nicaragua, the Republic of Ireland, Italy and the UK.

#### **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>

**Contact Details: PR Contact:**

**Leanne Rinning**

**PR Consultant on behalf of The Body Shop**

**51 Timberbush**

**Edinburgh**

**EH6 6QH**

**+448541300022**

[www.thebodyshop.com](http://www.thebodyshop.com)