

The Body Shop unveil new Gift Finder tool

THE BODY SHOP.

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Press Release Author: [The Body Shop](#)

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Press Release Summary: The Body Shop has unveiled a new online gift finder tool to assist customers with their Christmas gift buying



Press Release Body: **The Body Shop**, the global ethical cosmetics company, has created a new gift finder tool, helping those searching for ideas for Christmas gifts.

The new [online gift finder](#) on **The Body Shop** site, requires the user to answer three simple questions and then **The Body Shop** will suggest a selection of thoughtful gifts for whomever is being bought for.

Suitable [Christmas gift solutions](#) which customers can find with the new gift finder tool include favourites from **The Body Shop** such as fragrance gifts, cosmetic bags, bathtime 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.

Notably, **The Body Shop** has seen a significant increase in sales of its home fragrances which have shot up by as much as 33% in recent months, suggesting that aromatic oils, burners and diffusers are the new pamper products of choice during the economic downturn.

According to **The Body Shop**: *"While people are cutting back on expensive evenings out, it seems a greater emphasis is being placed on enhancing the home environment, as seen by the growth in sales of our home fragrances. As the Christmas Holiday gift giving season approaches, we're seeing that ethical gifts continue to drive our seasonal sales, as shoppers embrace smart eco-chic shopping as they turn to brands they trust. At The Body Shop, even our seasonal home fragrance oils include the benefits of our fair trade programme, Community Trade, which helps shoppers feel extra good about their purchase."*

Bath and body collections, fragrances and grooming products for men, are among the many [gift ideas](#), which can be found with the new gift finder tool online.

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 customers products bursting with effectiveness, to enhance their natural beauty. The Body Shop strives to use the planet's resources wisely, searching for outstanding natural materials and ingredients from across the globe to include in their range of products. The Body Shop continues 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 the 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. The Body Shop philosophy continues to drive everything, allowing customers around the world to become 'activists', simply by choosing from The Body Shop 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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