

The Body Shop Unveils New Products to Help Combat Poor Sleeping Habits

Submitted by: pr-sending-enterprises

Monday, 22 September 2008

The Body Shop now has a range of products available online and instore to help ease the suffering of those who have trouble getting a good night's sleep, a problem which according to the UK Sleep Council affects 1 in 5 people.

The Deep Sleep (<http://www.thebodyshop.co.uk/icat/wbdeepsleep&bclist=icat,4,shop,wb,wbdeepsleep>) range, which is part of The Body Shop new collection of Wellbeing products, is a preservative free range of products containing ingredients to encourage natural sleep patterns that help improve concentration, memory and mood.

The new range from The Body Shop (<http://www.thebodyshop.com/global>) includes a variety of different products, such as Deep Sleep Comforting Milk Bath Float, Soothing Shower Cream and Peaceful Body Moisturiser, all containing key ingredients to promote better sleeping patterns.

Deep Sleep products, along with many other products available in the Wellbeing (<http://www.thebodyshop.co.uk/icat/wb&view=&bclist=icat,3,shop,wb>) range, contain a number of effective natural ingredients including jujube date, which has long been recognised as a valuable medicinal herb in both Europe and Asia. Hops and milk protein are also key ingredients, with hops having been traditionally used in sleep pillows for hundreds of years.

Product user trials have proved these Wellbeing products live up to their promises. User trials were conducted to test the effectiveness of the new Deep Sleep range from The Body Shop and the great news is that these products with jujube date, hops and oat protein helped users feel relaxed and ready to drop into a deep sleep.

Wellbeing products are designed to fit into any everyday routine, with different regimes available for different lifestyle needs. Natural ingredients sourced through the unique Community Trade are also included within the Wellbeing ranges meaning a purchase can improve the wellbeing of communities around the world, from Ghana, Brazil, Zambia, Namibia, Nicaragua, the Republic of Ireland, Italy and the UK.

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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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