

The Body Shop helps customers spread some festive cheer

Submitted by: pr-sending-enterprises

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The Body Shop, the ethical cosmetics company, has launched a new section of its website that allows customers to design their own festive greeting card.

The Body Shop, known for its ethical roots, has created a card design tool to enable people who want to use less paper this Christmas, yet still want to spread some festive cheer, do just that. The e-card initiative fits beautifully with the seasonal theme at The Body Shop, "Festive and Fair (<http://www.thebodyshop.co.uk/icat/sp&bklist=icat,3,shop,sp>)" – after all smart gifts needn't cost the earth.

Those visiting The Body Shop website can navigate to the Beauty Lounge (http://www.thebodyshop.com/_en/_ww/beauty-lounge/index.aspx) section, where the e-card creating tool can be found. Users can pick from one of seven designs, add a desired greeting and a personal message and then e-mail the e-card to their relatives or loved ones. The e-card design feature also offers a variety of Christmas greetings from around the world, allowing users to spread some festive greetings to people all over the world, regardless of language barriers.

The Body Shop Christmas e-card design tool is the latest feature to be added to the company's online Beauty Lounge, which also includes videos offering make up tips, information regarding new products and a new Christmas gift finder (http://www.thebodyshop.com/_en/_ww/beauty-lounge/christmas-gift-finder-all/index.aspx) tool, assisting those who may be stuck for some Christmas inspiration.

About The Body Shop (<http://www.thebodyshop.co.uk/>):

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 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. This unique philosophy continues to drive everything The Body Shop does, allowing customers around the world to become 'activists', simply by choosing from the range of products.

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