

# The Body Shop seasonal Sparkling Seduction make up collection, proves to be a big seller

Submitted by: pr-sending-enterprises

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The Body Shop has revealed that its Sparkling Seduction make up range was a big seller during the run up to Christmas last year 2008.

The sparkling make-up (<http://www.thebodyshop.co.uk/icat/mu&bklist=icat,3,shop,mu>) range from The Body Shop features a collection of special edition products. Among the collection is the Sparkle Eye Palette, featuring five smooth, crease-resistant shimmering eye colours, embossed with a unique motif.

Also proving to be a popular shimmer make up (<http://www.thebodyshop.co.uk/page/wintertrend08>) choice during the 2008 festive period was The Body Shop's Special Edition Sparkle and Shimmer Powder Puff, a shimmering shade for the face and body. This product contains pearlescent shimmering powders, with a smooth texture. This product is also presented with a built in powder puff, for easy application and colour lay down.

Also adhering to the sparkling make up trend (<http://www.thebodyshop.co.uk/icat/muislandgemcol>) is the limited edition Shimmer Cube 17 Deadly Night Shades from The Body Shop, a selection of four shimmering Autumnal colours to accentuate the eyes.

All of the Special Edition Sparkling Seduction contains Community Trade marula oil, sourced directly from the Eudafano Women's Cooperative in Namibia. Marula nut oil is a moisturiser that also helps to condition the skin over time. The oil also provides essential fatty acids that , helping to repair the skin's moisture barrier, thus helping to restore moisture, smoothness and suppleness.

The Special Edition Sparkling Seduction make up collection is available now online and on the high street.in-store.

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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