

The Body Shops Deep Sleep Dreamy Pillow and Body Mist proves to be big hit

Submitted by: pr-sending-enterprises

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The Body Shop has revealed its Deep Sleep Dreamy Pillow & Body Mist, designed to help people enjoy a restful night's sleep, was a big hit among consumers during the festive period of last year.

Dreamy Pillow & Body Mist proved popular with shoppers, both online and in-store, during the run up to Christmas, with further sales being made during the period after Christmas.

Part of the Deep Sleep (<http://www.thebodyshop.co.uk/icat/wbdeepsleep&bklist=icat,4,shop,wb,wbdeepsleep>) range from The Body Shop, the Dreamy Pillow & Body Mist is a quick drying mist that utilises encapsulated technology that allows burst of active fragrance to be released during the night to aid a restful sleep (<http://www.thebodyshop.co.uk/icat/wb&bklist=icat,3,shop,wb>).

The product is suitable for all skin types and features a number of natural ingredients, including jujube date, widely considered to promote deeper sleep, and a number of essential oils to soothe and encourage tranquility, namely camomile, geranium, juniper and patchouli oils sourced directly from Norfolk Essential Oils, a cooperative of small-scale family farmers, who form part of The Body Shop Community Trade program which helps support small farmers.

The Dreamy Pillow & Body Mist is just one sleeping aid (<http://wwwthebodyshop.co.uk/invt/51831&bklist=icat,4,shop,wb,wbdeepsleep>) shoppers have turned to. Other products include Comforting Milk Bath Float and Peaceful Body Moisturiser, a rich, hydrating cream that conditions and softens the skin during sleep. Deep Sleep starter kits are also available for those who are new to The Body Shop Deep Sleep range. The starter kit contains Dreamy Pillow and Body Mist, Comforting Milk Bath Float, Peaceful Body Moisturiser and a Fabric Eye Mask.

The Deep Sleep range is available online and in-store now.

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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