

SUMMER 2009

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STEP NATURALLY
INTO SUMMER

MATTIFY AS
YOU MOISTURISE

YES YES YES
TO SAFE SEX

THIS SUMMER'S
MUST HAVES

Nature's way to beautiful.



Contents

4 STEP NATURALLY INTO SUMMER

6 MATTIFY AS YOU MOISTURISE

7 NATURE'S WAY TO BEAUTIFUL

8 YES YES YES TO SAFE SEX

9 LOVE YOUR BODY UPDATES

10 COMING SOON

11 THIS SUMMER'S MUST HAVES

12 HOT MAKE-UP TIPS

Editor's Note

Looking glamorous this Summer can be easy with our NEW LIMITED EDITION ranges and by rediscovering the goodness of our best loved products. Not only do our products offer naturally-inspired solutions, they also contain ingredients from our Community Trade suppliers improving lives of people around the world.

If you love our **White Musk**[®] range, you will adore our NEW LIMITED EDITION **White Musk**[®] **White Hot Summer**. Cruelty free, it gives a new interpretation to our iconic scent by unleashing a sensual, floral and fruity twist. Also look out for **Hot Brights Summer Make-Up** collection giving you an instant glamour and caring for skin at the same time.

Our **Seaweed** skin care range combines natural effectiveness with ingredients that care. Through a regular and continued regime of the **Seaweed** skin care range, you can control shine in the T-zone while moisturising and protecting the skin throughout the day. Perfect for maintaining healthy-looking non-oily skin!

If the daily hustle bustle is taking a toll on you, turn to our award-winning (Her World Editor's Choice for Body Range 2009) **Wellbeing** range for an easy and affordable comfort. Our **Wellbeing** ranges offer you four simple solutions: **Deep Sleep**, **Total Energy**, **Gentle Purify** and **Divine Calm**. There must be something that suits you!

What's more, come celebrate Mother's Day with our thoughtful gift ideas and be spoilt for choice with our wide range of gift sets! Do check out our new **Strawberry Love to Pamper** and **Moroccan Rose** gifts.

The Body Shop can help you step into Summer naturally, and put a smile on your face as well as the faces of our Community Trade suppliers and their families around the world.

BE HEALTHY!



Daisy Tan
Manager, Marketing
The Body Shop Singapore

STEP NATURALLY INTO SUMMER



If you're looking for a long hot sensual summer, look no further! The Body Shop brings you a new interpretation of a best-seller, unleashing a sensual yet light, floral and fruity fragrance – the new SPECIAL EDITION **White Musk® White Hot Summer**. This summer, you can enjoy an **Eau de Toilette**, **Cool Chiffon Body Mist** and **Smooth Satin Body Lotion**, each offering the unique summer fragrance designed to inspire happiness while exuding warmth, for a seasonal glow.

White Musk® White Hot Summer Eau de Toilette

Spray onto pulse points to let loose this unique unashamedly feminine and delicate floral fragrance, for hot summer sensuality.

White Musk® White Hot Summer Smooth Satin Body Lotion

Light and easily absorbed, discover moisturised, soft, silky and lightly fragranced skin with the new **White Musk® White Hot Summer Smooth Satin Body Lotion**. This body lotion contains mallow extract, moisturising Community Trade shea butter, soya oil and organic babassu oil to care for your skin, while providing a perfect base point from which to layer your fragrance.

White Musk® White Hot Summer Cool Chiffon Body Mist

A cooling fragrance mist to cool, refresh and subtly scent your skin.

The **White Musk® White Hot Summer** range will be available in-store in April!



SAY IT WITH LOVE THIS MOTHER'S DAY

For the affection she constantly showers you.

For the pleasant surprises she brings into your life.

For simply being there for you regardless of rain or shine.

This Mother's Day, delight the greatest woman in your life with alluring gifts from The Body Shop!



MATTIFY AS YOU MOISTURISE

The calm and beauty of the ocean and the gentle crash of waves are not the only things that are good for balancing your soul and senses. Keep your skin in perfect balance too with a sea of benefits by using The Body Shop® **Seaweed Pore Perfector** and **Seaweed Mattifying Day Cream**.

Containing a plethora of natural goodness, the seaweed extract formula in **Seaweed Pore Perfector** ensures that oil-balancing actives are retained on the surface of the skin through a matrix-like structure and released throughout the day as you secrete sebum, helping keep shine at bay. One of many positive comments from the user trials stated: "It reduced the number of blackheads on my skin and the oiliness of my T-zone."

Stay in perfect balance throughout the day with The Body Shop® **Seaweed Mattifying Day Cream** – an oil-free day moisturiser that controls excess shine and sebum while delivering much-needed moisture to the dry areas of the skin. The combined goodness of The Body Shop® **Seaweed Pore Perfector** and **Seaweed Mattifying Day Cream** helps reduce the appearance of pores, then mattifies and moisturises the skin, leaving it feeling soft, supple and completely balanced.



NATURE'S WAY TO BEAUTIFUL

For most of us, everyday stress and anxiety has become an inescapable part of modern life. But thankfully those suffering from life's heavy demands will be relieved to know that help is at hand with The Body Shop® four **Wellbeing** regimes to help address modern day lifestyle worries. Each range contains effective active natural ingredients based on traditional herbal remedies to address everyday concerns.

Choose from **Total Energy**, **Deep Sleep**, **Gently Purify**, and **Divine Calm**, containing natural ingredients such as guarana, wasabi, lavender, camomile, eucalyptus, and jujube date. You can easily incorporate the **Wellbeing** products into your everyday, choosing the regime best suited to your lifestyle needs.

TOTAL ENERGY ROARING WITH RENEWED ENERGY!



DEEP SLEEP WHERE DID ALL THE SWEET DREAMS GO?



GENTLY PURIFY REVIVE & CLEANSE



DIVINE CALM STRESS BUSTERS





YES
YES
YES!
TO SAFE SEX

Get your hands on our lip smacking, tongue twirling, can't stop licking, mmoistening, give it to me right, oh so fruity lip butter!

The Body Shop is supporting HIV and AIDS awareness for the third year running, working with MTV International to help stop the spread of the deadly disease.

Starting on 26 March, our exciting Say Yes Yes to Safe Sex campaign raises awareness and much needed funds for two charities, **The Staying Alive Foundation** and local charity, the **Patient Care Centre**.

All profit from every special edition Tantalising Lip Butter sold goes directly to our two campaign partners, funding HIV awareness and prevention programmes, as well as support services, around the world.

Pop open the screw-top lid and your lips will thank you for it. Not only does the **Tantalising Lip Butter** protect delicate lips, its exotic, fruity fragrance and natural ingredients, including dragonfruit extract with antioxidant properties, Community Trade shea butter from Ghana and organic beeswax from Zambia, will restore moisture to your gorgeous lips so they're ready to speak out about HIV.



LOVE YOUR BODY™ UPDATES

SPRING ROSEFLOWER MAKE-UP WORKSHOP

The Spring Roseflower Make-Up Workshop was held exclusively for **Love Your Body™** members at The Body Shop® Paragon in February. Participants were treated to a live make-up demonstration by local celebrity make-up artist, Andy Lee, and were among the first to preview our NEW LIMITED EDITION **Roseflower Make-Up** collection!

Do join our mailing list if you would like to receive updates on our upcoming workshops. Simply log on to www.thebodyshop.com.sg now to sign up!



INTRODUCING THE SOUL OF BEAUTY

Do you love experimenting with the latest beauty products? Do friends affectionately refer to you as a beauty addict?

Introducing the Soul of Beauty, where a group of **Love Your Body™** members will be invited to trial our very latest products! From natural skin care innovations to luxurious bath and body, this lucky group of members will be able to experiment to their hearts' content. Best of all, we want you to tell everyone about it. Yes, we'd love to share your reviews with other members!

Think you've got what it takes? It's easy. All you need to do is send an email by **10 May 2009** to loveyourbodyap@thebodyshop.com telling us in 25 words or less why you should be selected to join the Soul of Beauty. We'll select the best entries, and the latest beauty products are heading your way! So what are you waiting for? Get writing now!

COMING SOON!

HOT BRIGHTS SUMMER MAKE-UP COLLECTION

Double up on glamour this summer with this vibrant duo make-up collection! Presented in innovative compacts, embellished with floral graffiti-style designs, this collection ensures you feel your best this summer.

Enjoy **Hot Brights Eye Colour** in violet sunset and pearly sky, the perfect eye shades which can be combined with **Hot Brights Eye Liner**. The two vibrant double-ended metallic eye pencils in blue and purple with sparkly glitter will give your eyes further definition. With the new **Hot Brights Blush**, you can shimmer in either pink and bronze duo shades, while your lips and cheeks will love the new **Hot Brights Lips & Cheeks** in bronze or pink. One end delivers a long lasting wash of colour with a lip and cheek stain, while the other end provides a glossy shine for your lips – the perfect collection for a sultry summer look!

The NEW LIMITED EDITION **Hot Brights Summer Make-Up** collection will be available from 25 June onwards. Stay tuned!



THIS SUMMER'S MUST HAVES

We have selected five hot must haves to make your skin radiant and get you ready to welcome summer!



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1. Seaweed Mattifying Face Moisture Lotion
2. Oil Free Balancing Foundation
3. Body Focus Cellulite Serum
4. Cocoa Butter Hand & Body Lotion
5. White Musk® White Hot Summer Eau De Toilette



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HOT MAKE-UP TIPS

This issue, we share with you two of our best kept secrets which means your make-up will look better to give you a glamorous finish everytime!



LIGHTENING TOUCH

- **Use It To Conceal Dark Circles**

Apply **Lightening Touch** and concealer onto a spatula, and using a concealer brush, blend them together. Then, using a make-up sponge, dap the mixture to the affected areas. Next, apply some light loose powder using a powder puff. This will help to set the make-up and make it lasts longer.

- **Use It As An Eye Colour Base**

Before applying eye colours onto the eyelids, apply the **Lightening Touch** by using a smudger brush or a make-up sponge.

- **Use It As A Highlighter**

Lightening Touch can also be used to accentuate certain features of the face, for example on the nose to make it look sharper, and the cheekbones to create an illusion of high-cheek-bones effect.



LIQUID LIP COLOUR

- The **Liquid Lip Colour** is a great moisturiser for dry lips, and can be used as basic lip moisturisers or lip balms.

- They also can be used on top of lip colours or lipsticks to achieve glossy and sensuous-looking lips.

- The **Liquid Lip Colour** can also be used as lip colour lighteners. Simply scrape some lip colour onto a spatula, then apply some **Liquid Lip Colour** onto the same spot. Using a lipstick brush, blend them together to achieve gorgeous-looking lips.