

SPRING 2009

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EVERYTHING  
IS COMING  
UP ROSES

FALL IN LOVE  
WITH LUMINOUS SKIN

GO WILD FOR CHERRY

Nature's way to beautiful.

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## Editor's Note

### GET INTO THE SPIRIT OF SPRING

Spring is our favorite season of the year! It is the time when flowers blossom, new resolutions are made and people are also happier. So celebrate every small success, smile at little sweet thoughts, and treasure every good thing that comes your way. This is the true spirit of Spring!

This year, we are excited to launch into Spring with our NEW! **Moroccan Rose** fragrance in a new square bottle and a fresh, romantic scent that will chase away the blues. Our NEW LIMITED EDITION **Roseflower Make-Up** collection not only carries a whiff of romance but is filled with skin caring ingredients and high performance powder technology.

Of course, beautiful make-up is enhanced by healthy, glowing skin. Let our well loved **Moisture White™** skin care range give your skin radiance, clarity and luminosity. In this edition we will also show you quick skin care tips to give you the best possible results.

And at The Body Shop, even he gets some romance this season at The Body Shop® with the **For Men Maca Root** range, based on a Peruvian version of Viagra.

Follow nature's way to beautiful and feel good about yourself this Spring at The Body Shop.

STAY HAPPY



Daisy Tan  
Manager, Marketing  
The Body Shop Singapore

# BE FABULOUS THIS SPRING WITH NEW LIMITED EDITION ROSEFLOWER MAKE-UP



Look at the world through rose-tinted glasses this Spring and bask in the optimistic mood the season demands. But don't dawdle as the **Roseflower Make-Up** collection is available for a limited time only. Roses have never seemed so sweet!

## 1. **Roseflower Eyes**

Shade 01: Sunshine Gold  
Shade 01: Mint Green

**Hot Tip:** Using our slightly dampened **Slanted Brush**, dip into Sunshine Gold palette and apply just under the lower lash line

## 2. **Roseflower Blush**

Infused with a delicate scent of rose, our new cheek colour has passion. This unforgettable palette has a shimmering design pressed onto the powder giving you a second highlight shade.  
Shade 01: Pink  
Shade 02: Fuschia

**Hot Tip:** Swirl on a little **Roseflower Blush** Shade 01 Pink to the apples of your cheeks for the girly flush that's very now.

## 3. **Roseflower Radiance Stick**

This rose scented highlighter stick has light-reflective particles so you can play up your best bits. The creamy texture transforms to a velvety powder when it touches the skin. Community Trade shea butter and marula oil give a moisturising boost to your complexion.  
Shade 01: Pink

**Hot Tip:** Sweep over cheek bones and brow bones to get a more youthful lifting effect

## 4. **Roseflower Lips**

Your lips will fall in love with this subtle yet glamorous glossy shine. Nourishing marula oil softens so lips are instantly kissable. It's the prettiest way to get Valentine ready.  
Shade 01: Soft Pink  
Shade 02: True Pink  
Shade 03: Deep Pink

**Hot Tip:** Experiment with layering on all three shades together for more depth in colour.



## COMMUNITY TRADE MARULA OIL

We believe that beauty is so much more than just skin deep. So it's not by chance that we found marula, with its magic moisturising powers and a feel-good factor attached to all our cosmetics. Deep in the heart of Namibia about 5000 women are busy at work gathering and pressing the kernels of the fruit into rich marula oil while enjoying new financial independence that allows them to pay for their family's education and medical bills. But what does marula oil do? It makes the colour in our make-up glide on like silk; it restores skin's moisture balance and gives your complexion antioxidant protection.

# EVERYTHING IS COMING UP ROSES

Take the vibe from the hippest hot spot on our planet to travel, and fuse that with the classic atmosphere of the eternally romantic flower, the rose, and what do you get? **Moroccan Rose**, the stunning fragrance collection NEW from The Body Shop. Fresh, dewy notes intermingle with rose, sensual vanilla and musk, zesty lemon oil, and a dash of spice to elevate the senses.

## THE MOROCCAN ROSE STORY

Between the snow-capped mountains of Morocco and the hot desert floor lies a special place known as the 'valley of the roses'. This countryside area is completely covered in roses... you can only imagine how beautiful the air is to breathe in! Rose petals are hand picked just as day breaks, when the fragrance is at its prime and are then pressed into the rose oil found in our stunning range. The delicate aroma of rose oil is not only seductive, uplifting and stress relieving it's renowned for its beauty benefits on the skin.

### 1. Moroccan Rose Eau de Toilette

Capturing a romantic mood, our sensual new fragrance is just as stylish and feminine as the stunning design on the bottle.

### 2. Moroccan Rose Body Milk

This light lotion cocoons your body in essential hydration with a whisper of the Moroccan Rose scent. The fast acting absorption means you can dress-and-go. Community Trade oils of organic babassu, sesame and organic olive leave your skin soft, smooth, conditioned but never greasy.

### 3. Moroccan Rose Body Butter

With up to 24 hours non-stop moisturisation, this rich, luxurious, buttery skin softener fulfils all your desires. Loaded with Community Trade organic ingredients: soya oil which restores skin's moisture barrier and babassu oil to combat dryness. The subtle yet intoxicating scent of Moroccan Rose lingers on softened skin.

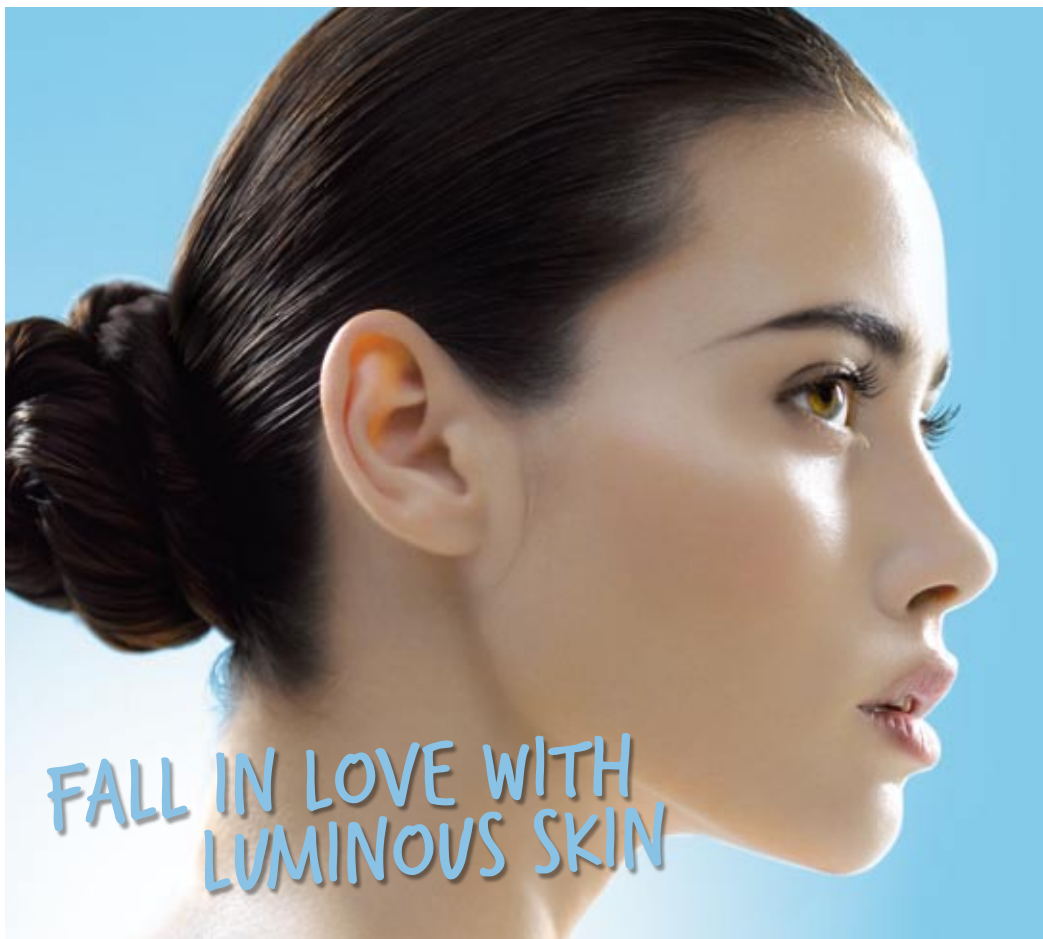
### 4. Moroccan Rose Shower Gel

Steam up the shower with this soap-free sudsy foam imbued with the beautiful fragrance. Community Trade honey soothes and conditions your skin and steam distilled Moroccan rose oil moisturises.

### 5. Moroccan Rose Bath & Massage Oil

Turn up the heat in your bathroom with this clever two in one product. Strewn rose petals and candlelight add to the drama when you luxuriate in your **Moroccan Rose** bath. Rosehip oil, soya oil and Moroccan rose extract all combine to lock precious moisture into your skin.





FALL IN LOVE WITH LUMINOUS SKIN

How much Sun Protection Factor (SPF) is enough to prevent hyper-pigmentation or age spots?

You may be surprised that it is never enough because SPF – only defends against UVB rays, which damage the outer layer of the skin.

The smartest thing you can do to illuminate, repair and protect your skin is to team **Moisture White™ UV Protection Cream SPF25/PA+++**, which blocks out UVA and UVB to protect your complexion, with **Moisture White™ Whitening Moisture Serum** which moisturises and helps prevent pigmentation whilst resurfacing the trail of damage left behind from environmental damage.

So boost the appearance of your skin with the **Moisture White™** range and say goodbye to uneven skin tone!

"Customers love our **Moisture White™ Hydrating Mask**. 15 minutes of application will leave your skin clearly hydrated and moisturised, and after 30 minutes your skin will immediately feel softer and look brighter!" Zoann Yang, Senior Therapist (Green Sanctuary - Paragon)

"Our **Moisture White™ UV Protection Cream SPF25/PA+++** has received lots positive feedback as it offers good protection from harmful sun rays, does not leave an oily touch upon application and feels comfortable on the skin!"

Jasmine Nua, Therapist (Green Sanctuary - Hitachi Towers)



# OUR RECENT AWARDS

We are pleased to be recognised by Her World and Simply Her for our **Nature's Minerals™ Make-Up** and **Wellbeing** range!



HER WORLD BEAUTY AWARDS 2008  
WINNER OF EDITOR CHOICE

## Nature's Minerals™ Make-Up

Made from some of the purest minerals, **Nature's Minerals™ Make-Up** produces a natural-looking, radiant finish that's feather-light to the touch. Preservative free, fragrance free and oil free, this collection is clinically proven to be perfect for those with sensitive skin.



HER WORLD BEAUTY AWARDS 2008  
WINNER OF EDITOR CHOICE



SIMPLY HER SMART SHOPPER AWARD 2008

## Wellbeing range

Every one of our **Wellbeing** ranges - **Total Energy**, **Deep Sleep**, **Divine Calm** and **Gently Purify** - uses nature's ingredients and are all

preservative free, bursting with natural effectiveness and helping to support our Community Trade supplier around the world.



# GET STRAIGHT TO THE ROOT OF GREAT SKIN CARE... FOR HIM



Attention all men: brace yourself for our hot new grooming range that's likely to turn up the testosterone!

Introduce yourself to the NEW **For Men Maca Root** Skin Care collection of energising, soothing and protecting products for his side of the bathroom cupboard. Rich in vitamins, minerals, antioxidants and essential fatty acids, maca root rules when it comes to caring for the needs of a man's skin.



## PREPARE

- 1. For Men Maca Root Face Wash**  
Boost skin vitality every time you cleanse with this energising, soap-free wash featuring maca root. Community Trade Brazil nut oil smoothes and conditions. Extract of menthol cools the skin while vitamins A, B5 and E form a protective barrier.
- 2. For Men Maca Root Face Scrub**  
Feel invigorated and notice the glow with a fast-acting exfoliator. Crushed rice rids skin of dead skin cells while the rich oil expressed from sesame seeds containing essential fatty acids help to seal in skin's moisture.

## POST-SHAVE

- 4. For Men Maca Root Razor Relief**  
This light balm cools newly shaved skin in an instant and keeps it comfortable. Community Trade aloe vera, menthol, Boswellia extract and witch hazel all conspire to calm the skin and soothe away any irritation from shaving. Antioxidants and rich seed oils smooth the way to gorgeous, supple skin.
- 5. For Men Maca Root Eye Serum**  
Reduce the appearance of puffiness and give eyes some much needed relief. Feel the refreshing benefits of this lightweight serum with maca root to boost skin's vitality. Vitamin C is skin brightening and provides antioxidant defence while Community Trade Brazil and sesame oil softens and smoothes this delicate area.

## SHAVE

- 3. For Men Maca Root Shave Cream**  
Combat the dehydration usually associated with shaving with this conditioning foaming cream. Skin appearance is energised by maca root and soothed by Community Trade aloe vera. Vitamin E and B5 form a protective antioxidant shield defending skin from the elements. Simply swirl on a little using our **Wooden Shaving Brush** and feel the difference!

## PROTECT

- 6. For Men Maca Root Energetic Face Protector SPF 15**  
Tighten up the appearance of your skin and keep it that way in the future. Super-ingredient maca root puts the zing back in your skin while UVA and UVB sun protection ensure all skin types are protected in the long run.
- 7. For Men Maca Root Balancing Face Protector**  
Special matrix technology ensures that skin has the right moisture balance while providing a mattifying benefit all day. Combine this with maca root and other naturals and you get a gel-crème moisturiser that's complexion perfection for an oily skin type.
- 8. For Men Maca Root Deodorant**  
Get refreshed by energising maca root in this quick-drying deodorant. Aloe vera soothes even the most sensitive underarm skin and Brazil nut oil gives maximum moisture.

COMING SOON!



## GO WILD FOR CHERRY

The cherry has a reputation of naughtiness. It's been the symbol of temptation and its tangy taste and sexy deep red colour certainly tantalise. So it's an interesting twist to discover that the wildest cherry of them all has the goodness and wholesomeness of a saint!

Known as nature's 'superfruit', wild cherries are ripe with health and beauty benefits. So it's no accident that we have introduced the **Wild Cherry Bath & Body** range for more beautiful skin.

Our cherries come from wild cherry trees found on decade-old family farms in the hills around Verona, Italy. Cherry oil is made by squeezing the stone or 'pip' left over from the jam industry, so it's waste not, want not! The light but highly moisturising oil is rich in antioxidant vitamins A and E so your skin will be nourished and smoothed to perfection.

But loads of other wonderful ingredients can also be found in this range, many sourced through our Community Trade programme. Organic honey from Zambia, soya oil from Brazil, shea butter from Ghana, sesame oil from Nicaragua all give farming regions in need a better deal.

This tantalising **Wild Cherry** range will be available in store end of March!



## THIS SPRING'S MUST HAVES

1. Spa Wisdom™ Tropical Oasis Shower Milk
2. Moisture White™ Whitening Moisture Serum
3. Moroccan Rose Eau De Toilette
4. Total Energy Pulse Point Balm
5. Divide & Multiply Mascara



# BAGGING RIGHTS

Did you know that Singaporeans use **2.5** billion plastic bags a year, or about **2,500** bags per family per year?\* If each family uses one less plastic bag a week, Singapore could save 50 million bags each year!

**Make a difference today,  
and pick up a Bag for Life  
for just \$3.90 at any  
The Body Shop® store.**

At The Body Shop, we're doing our best to stop contributing to this problem.

We've called our version of the re-usable carrier the "**Bag for Life**". That's not to say it's going to last forever and ever, but pretty close we'd say. With its bold and colourful design, our bag is stylish enough to use for yoga or the gym, and wouldn't be out of place in the hippest coffee hang-out in town.

What's more, because the **Bag for Life** is supplied by Teddy Exports, our Community Trade supplier in India, you're indirectly improving the lives of the 250 people who benefit from regular jobs and a fair income.

So think about it. You're not just helping to save the environment and its finite resources whenever you refuse a shopping bag and use the **Bag for Life**. Everybody benefits; communities, charitable causes and the planet.

\*According to National Environment Agency

