

PRESS RELEASE

PUCKER UP FOR FALL

The Body Shop® Launches New Formulation Lips Collection and Autumn Make-up Collection

It's time to embrace new colors for fall to feel and look great with new make-up from The Body Shop.

To balance the season's earthy eye, autumn lips are washed in color. It's a look that's easy to achieve with new Colourglide™ Lip Color (\$12.50) from The Body Shop. Available from August 31, in 37 lip-tastic shades, the lipstick contains high performance color pigments for lasting color and naturally-derived ingredients to moisturize and take care of lips.





The unique blend includes Tahitian gardenia to give your lips a luxurious and smooth feel and vanilla extract for a delicate vanilla flavor. With so many shades to choose from, Colourglide™ Lip Color has a hue for all seasons, occasions and skin tones. Whether you choose Colourglide™ Lip Color in Brilliant Red, Pure Blush, Midnight Berry or Soft Beige, each shade features Community Trade sesame oil, marula oil and organic beeswax. These ingredients help moisturize, smooth and hydrate lips, while directly benefiting directly benefiting communities in some of the poorest parts of the world by ensuring a fair deal for their ingredients.

PERFECT LIPS WITH CELEBRITY MAKE-UP ARTIST CHASE ASTON

While even a quick slick of Colourglide™ Lip Color can brighten up your look, for truly luscious and gorgeous lips, take a few steps to get the perfect pout.

- First, start by priming your lips, gently polishing with The Body Shop® Lip Scuff.
- Fill in lines to help prevent feathering with The Body Shop® Lip Line Fixer.
- For added definition of your natural lip-line apply The Body Shop® Lip Liner featuring a soft pencil for a smooth and easy application.
- For the final step, simply enhance the natural color of your lips by gently gliding on new Colourglide™ Lip Color. You can apply using a Lipstick/Concealer Brush or Retractable Lipstick/Concealer Brush, for added pouting power.

World-renowned make-up artist, Chase Aston, says: *“Colourglide™ Lip Color is long-lasting, moisturising and easy to use and I love how it effortlessly sweeps across the surface of the lips, for a fabulous wash of moisturizing lip color. There’s a shade for all seasons, all occasions and all skin tones.”*

Discover the perfect shades to enhance your natural lip tone, choosing from the Colourglide™ Lip Color range:

- 04 Shade: Shell Pink
- 06 Shade: Clover Pink
- 07 Shade: Rose Pink
- 10 Shade: Soft Heather
- 11 Shade: Plum
- 12 Shade: Damson
- 14 Shade: Pink Ginger
- 21 Shade: Soft Red
- 22 Shade: Garnet
- 29 Shade: Bronze
- 30 Shade: Beechnut
- 42 Shade: Dusk Pink
- 45 Shade: Brown Sugar
- 48 Shade: Soft Peony
- 49 Shade: Berry Shimmer
- 50 Shade: Golden Apricot
- 51 Shade: Mocha
- 52 Shade: Rich Scarlet
- 53 Shade: Brilliant Red
- 54 Shade: Pastel Rose
- 55 Shade: Pure Blush
- 56 Shade: Soft Beige
- 57 Shade: Pink Flirt
- 58 Shade: Magenta Glow
- 59 Shade: Neon Pink
- 60 Shade: Cherry Sparkle
- 61 Shade: Rouge Gold
- 62 Shade: Velvet Wine
- 63 Shade: Sunset Peach
- 64 Shade: Latte Swirl
- 66 Shade: Coral Splash
- 67 Shade: Midnight Berry
- 68 Shade: Starlit Copper
- 69 Shade: Pinkette
- 71 Shade: Dawn Fizz
- 72 Shade: Soft Sienna
- 73 Shade: Iced Pink





AUTUMN AT THE BODY SHOP

Create the latest catwalk looks with a rich, naturally inspired color palette courtesy of the Pearlescents Make-up Collection. This stylish, limited edition collection of stunning blush, eye and lip colors in ultra-modern, rustic shades and shimmering textures is a make-up must have for the fall. Plus add a touch of grown-up glamour with new special effect metallic Eye Definers, available in five dazzling shades.

International make-up artist and consultant to The Body Shop, Chase Aston, says:

"The Pearlescents collection encapsulates everything you need to create the autumn trends, straight from the runway to real life. I adore this fabulous, modern and romantic color palette — the rich, succulent shades will compliment everyone and will become this season's absolute make-up must-haves!"

Pearlescents Blush Trio (\$23.00)

Create a fresh, flirty, natural looking complexion with shimmering pink and peach highlights thanks to new Pearlescents Blush Trio in two irresistible autumn palettes to suit all skin tones — Cool Dusk and Warm Sunset.

Each Blush comprises a trio of soft, muted tones infused with pearlescent particles for soft shimmer accents. Perfect to shape, shade and contour for drop-dead gorgeous cheeks, this is one stylish product you'll be keen to get your hands on. The Blush is embellished with a stunning patchwork design inspired by the organic, decorative elements of nature. Each pack has a slightly different pattern for a unique and beautiful feel. For sensationally soft skin, the Blush Trio contains moisturizing organic cupuassu butter made from the seeds of the Amazon native cupuassu fruit. The Pearlescent Blush Trio is also enriched with moisturizing Community Trade marula oil and skin-softening Community Trade sesame seed oil, to help protect the skin.

Chase Aston Hot Tip

"Blow a kiss as you sweep a blusher brush over the darkest shade and blend into the hollow of the cheeks, then smile and blend the medium shade onto the apple of the cheeks. Finally, sweep the lightest shade along your cheekbones and onto the temples to highlight. For succulent and sexy hues, swirl your blusher brush across the palette, smile and blend onto the apple of the cheeks upwards and out for a rich flush of color."





The Eyes Have It: Pearlescents Eye Trio (\$16.00)

This autumn's look is all about dramatic, smoldering eyes. Now you can catch everyone's eye with the new Pearlescents Eye Trio – two beautiful palettes each containing three soft, sensual, earthy shades. For an ultra-modern look, the eye shadows contain pearlescent shimmer particles for intense color with flattering pearl finish – perfect for making eyes across a crowded room. And just like the Blush Trio, each trio of powders comes in a random, naturally inspired pattern that's unique to each pack.

To help care for the delicate skin around the eyes, Pearlescents Eye Trio contains moisturizing organic cupuassu butter, Community Trade marula oil and Community Trade sesame seed oil.

Chase Aston Hot Tip

01: Moonlight Lustre, a cool palette of forest green, shimmering grey and lilac.

“These cool hues can be worn alone or smudged together to create a chic, modern smoky eye. Blend the forest green shade from the lash-line up to the crease of the eye and underneath the lower lashes, all around the eye. Now, smudge the shimmering grey shade along the top lash-line, starting from the centre of the eye-lid, blending up and outwards to the outer corner of the eye and underneath the lower lashes, all around the eye. Finally, take the lilac shade and blend along the brow bone and underneath the arch of the brows to highlight.

02: Sundown Glow, a warm trio of rich brown, golden copper and shimmering sand hues.

“These rich, shimmering, metallic shades are striking when worn alone or blended together to create an intense, sultry eye look. For smoldering eyes, take the light shimmering sand shade and blend over the whole eye-lid from the lash-line to the brow and underneath the lower lashes, all around the eye. Now, take the golden copper shade and, starting from the centre of the eye-lid, blend from the lash-line up to the crease of the eye, up and outward to the outer corner of the eye. Repeat under the lower lashes. Finally, take the rich brown shade and blend into the crease of the eye, starting from the inner to outer corner of the eye, blending to a seamless wash of color.”

Get The Party Started With Dazzling Eye Definers (\$11.00)

Now you can create a range of vibrant party looks with new special effect metallic Eye Definer pencils from The Body Shop. The water-resistant formula glides on easily to provide smooth and even coverage with intense color and stunning metallic effect. Available in five dazzling colors – 10: Brilliant Blue, 11: Vibrant Emerald, 12: Shimmering Steel, 13: Burnished Amber, 14: Glowing Amethyst – it's easy to create glamorous eyes that just demand to be noticed. Designed to give you effortless application, without dragging the delicate skin around the eyes, the eye definers contains skin-caring Community Trade marula oil and Community Trade organic beeswax. Dermatologist and ophthalmologist approved, it's suitable even for contact lens wearers to use.

Chase Aston Hot Tip

“These fantastic metallic Eye Definer colors can be used alone to line and define or together to compliment your favorite shadow palette. My top tip is to choose shades that contrast with your eyes to make them pop. Apply color onto the eyelid or along the lash-line as an accent for impact.”

Create the latest catwalk looks with the rich, naturally inspired color palettes and gorgeous lip shades courtesy of The Body Shop.





NOTES TO EDITORS

The Body Shop is the original ethical cosmetics company, now operating more than 2,500 stores in over 60 markets worldwide. We strive to use our planet's resources wisely, searching for outstanding natural materials and ingredients from across the globe to include in our range of products. We continue 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 our Community Trade fair trade program.

For more than 30 years The Body Shop has believed that business has the power to make the right kind of difference to the world. Our unique philosophy continues to drive everything we do, allowing our customers around the world to become 'activists', simply by choosing from our 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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COMMUNITY TRADE

A purchase from our Community Trade program can put a smile on faces as far away as Ghana, Nicaragua, Italy and Zambia - improving the financial security, comfort and health resources available to farmers, producers and their families in more than 20 countries.

21 years ago we launched our pioneering Community Trade program which now directly benefits over 25,000 people, as we seek to provide fair wages, for work in fair conditions, for all those involved in this unique program.

THE BODY SHOP AROUND THE CLOCK

We've got all your favorite products to help enhance your natural beauty for 24/7 shopping, delivered direct to your door. Shopping with The Body Shop® online couldn't be any easier. Visit www.thebodyshop-usa.com.

