

The Body Shop Canada Opens New Vancouver Concept Store
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LET'S SCRUB UP OUR BODIES & SCRUB UP THE WORLD AT THE BODY SHOP'S TRANSFORMED CF PACIFIC CENTRE STORE.

VANCOUVER, March 5, 2020 /CNW/ - The Body Shop has opened its doors to bring shoppers a truly unique experience with its new concept store. The store has been transformed into an activist workshop that encourages visitors to explore, recycle products and discover how, together, we can fight for a fairer and more beautiful world.

Featuring a shower gel refill station and a water bottle refill station, The Body Shop is continuing its passion of being environmentally progressive. The store has also been outfitted with sustainable store fixtures like reclaimed wood and recycled plastics to help minimize its environmental footprint. Examples include zinc facade cladding; an eco-friendly material that requires less energy production than other metals and can be produced from recycled materials taken from demolished or re-roofed structures. The store also boasts worktop surfaces that are manufactured from 100% recycled material destined for landfill.

The new store location also features an activism corner where consumers can discover the brand's activist roots as well as campaign for social change around issues ranging from gender equality to fighting cosmetic animal testing. Consumers can also find out how they can get involved and take a stand with The Body Shop's global and local collective of fearless activists.

"Our newly transformed Pacific Centre location showcases the best of The Body Shop's brand values," says Hilary Lloyd VP of Marketing and Corporate Responsibility at The Body Shop. "The new Vancouver concept store marks the return to our activism roots. We want our customers to roll up their sleeves and join us in playing with product, recycling, refilling and campaigning for issues that progress equality."

As part of The Body Shop's new refill program, consumers can now purchase refillable 250mL aluminum bottles and fill them with shower gel favorites including; British Rose, Shea, Pink Grapefruit, Almond Milk & Honey, Satsuma, and Coconut. Combined pricing for the aluminum bottle and shower gel is \$12, and shower gel refills are \$7.

The revamped Vancouver location will also continue its 'Return. Recycle. Repeat.' program. The program, in partnership with Terracycle encourages shoppers to return their empty bottles, jars, tubs, tubes and pots in exchange for a future purchase voucher.

As always, The Body Shop's friendly, knowledgeable workshop staff will be on-hand to help shoppers experience and play with products like never before. Staff will be happy to offer expert advice, personalized makeovers and body care, skincare and hair care consultations.

In 2019, The Body Shop was B Corp certified joining a select group of companies united in their mission to drive change in society through ethical and sustainable business. In partnership with fellow B Corps, The Body Shop is committed to doing business in a way that does good for both people and the planet. B Corp certification is awarded to businesses that meet the highest standards of verified social and environmental performance, public transparency and legal accountability to balance profit and purpose.

ABOUT THE BODY SHOP INTERNATIONAL

Founded in 1976 in Brighton, England, by Dame Anita Roddick, The Body Shop is a global beauty brand and a certified B Corp. The Body Shop seeks to make a positive difference in the world by offering high-quality, naturally-inspired skincare, body care, hair care and make-up produced ethically and sustainably. Having pioneered the philosophy that business can be a force for good, this ethos is still the brand's driving force. The Body Shop operates about 3,000 retail locations in more than 70 countries. Along with Aesop, Avon and Natura, The Body Shop is part of Natura &Co, a global, multi-channel and multi-brand cosmetics group that is committed to generating positive economic, social and environmental impact. The four companies that form the group are committed to generating positive economic, social and environmental impact.

About B Lab

B Lab is a nonprofit that serves a global movement of people using business as a force for good. B Lab's initiatives include B Corp Certification, administration of the B Impact Management programs and software, and advocacy for governance structures like the benefit corporation. B Lab's vision is of an inclusive and sustainable economy that creates shared prosperity for all. To date, there are over 3,000 Certified B Corps in 150 industries and 64 countries, and over 50,000 companies use the B Impact Assessment. Visit <http://bcorporation.net> for more information.

SOURCE The Body Shop

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