

How all started ...

We began our journey in March 1976. Late Dame Anita Roddick opened a small skin care shop in her hometown Brighton called The Body Shop. She was a great believer in the transformational power of businesses.

Initially we only had 25 products and our clients were encouraged to recycle the containers (partially because we did not have enough!) and our emphasis was on natural ingredients coming from cruelty free and ethically sources.

We've never been an ordinary cosmetics company: we've campaigned for over 40 years; we've seen changes in the fashion industry, and we are still here and going strong!

Today we have more than 2,500 stores worldwide and we have been part of numerous social responsibility and environmental issues campaigns.

In 2006, L'Oréal made the acquisition of our company. Eleven years later, The Body Shop was again sold to Natura Cosméticos company.

Being part of the Natura group brought some important changes to us. In 2019 we attained the B-Corp certification.

**Want to learn more about what B-corp certification means?
Or what this certification mean to us? Visit:
thebodyshop.com**



Our purpose (vision)

- **We exist in order to create a better environment**
- We know that the environment surrounding us is beautiful. So are people. However, we need to maintain and protect this beauty. We must do everything we can to protect the animals, the nature, and it's most disadvantaged cultures as our society remains unequal.



Our beliefs (mission)

Businesses can bring positive changes in the world.

Our company may have started from a need of an income source but our products, our social and environmental campaigns, alongside the groups of people we support, all created our purpose. We are not just a business we are change drivers and we can see more and more companies following this example and this is a good thing!

We all are beautiful

We believe that all bodies are beautiful, and that beauty comes from within – from a healthy positive self-image, from the daily good habits followed with consistency and from the way you look at life. We crafted products to sustain your natural beauty.

We believe that women of all ages have a great potential.

Through our work we want to give girls and women opportunities to increase their self-worth and body positivity, to break gender barriers and roles, and not least to make sure women are given a fair pay for their work. We are inclusive and intersectional.



**LAST
CHANCE
TO SIGN!**

2009



Product

We are pioneers in promoting ethical beauty and ethical consumption. Our products are inspired by and sourced in nature. We use natural raw ingredients in our skin care products. We do not use animal products and do not test our products on animals.



Ingredients we use:

Natural: these are extracted from plants or minerals without any chemical modification. Like the soothing Aloe Vera that we get from south-east Mexico or the Ghanaian shea butter. In our transactions with the suppliers, we use fair trade practices abiding by the rules of Community Fair Trade program launched back in 1987.

Extracted from natural ingredients: these are chemically processed ingredients in order to make them available for the finished cosmetic products.

Synthetic ingredients: we use this type of ingredients to offer our products different properties that the natural ingredients just cannot give. One example is a synthetic oil used to prolong skin's moisture. We use this specific oil because it is a light oil to use on skin but also is biodegradable and has a low level of ecotoxicity being less harmful on the environment.

Do you want to know more about how we are sourcing the main natural ingredients we use in our products?

Visit these direct links to see the fascinating stories of community trading: [coconut oil](#), [marula oil](#), [wild argan oil](#), [tea tree oil](#), [tea tree oil](#), or [British rose essences](#).



We are consistent in our pledge to use **Regenerative Natural Ingredients**: the intensive farming depletes nature of its resources. We are pledging to use natural ingredients that only come from sustainable farming.

Share if you'll join us: Enrich, not exploit
#enrichnotexploit

Our products are not animal tested and we have been a major changing factor in the campaigns aimed to end animal testing. You can find out more about our initiatives and how we work to end animal testing forever, [here](#).

However, **our products are tested** in our laboratories by our experts using non harming methods.

Refill & recycle schemes: our Planet is plastic oversaturated. Especially in the beauty industry sector there are billions of packages that end up in landfills or worse in our oceans. We are relentlessly working to reduce our environmental by using less plastic packaging, using more recycled and plant-based materials, and by encouraging our customers to repurpose, reuse, and recycle our products packaging.

See: [How We're Helping To Tackle Plastic Pollution](#) or where are we [Sourcing our Recycled Packaging](#)



**FOREVER
AGAINST
ANIMAL
TESTING**



BEAUTY WITH HEART 

DISCOVER MORE ▶

**ANIMAL
TESTING**

**SUPPORT
COMMUNITY
FAIR TRADE**

**ACTIVATE
SELF
ESTEEM**

**DEFEND
HUMAN
RIGHTS**

**PROTECT
THE
PLANET**



**Cruelty-Free
INTERNATIONAL**

Our diversified **product portfolio** includes products designed for different skin types. The products also target the age range of the customers: younger generation, matured people, ageing or first signs. We also designed products to serve specific skin problems: e.g. blackheads, spots, blemishes.

Our diversified products range include:

© **Products for face care:** e.g. moisturizers, with or without SPF, serums, toners or face masks.

- **Himalayan Charcoal Mask** –It is a best-seller product that contains bamboo charcoal, green tea, and organic tea tree extracts. This face mask properties include absorbing the impurities and excessive oil from the skin for a purified, fresher, and glowing look.
- **Vitamin C Liquid Peel** – Another best-seller, this product is a mild exfoliator made with Camu berry extract rich in vitamin C. Its properties include cleansing off dead skin cells leaving a radiant, healthy looking skin.
- **The Drops of Youth Concentrate** - made with 99% ingredients of natural origin, this serum forms a protective layer on skin to help it feel strengthened and suppler.





Products for body care: e.g. shower gel, body moisturizers and deodorants.



Cosmetic products: e.g. foundations, eyeliners, primers.



Hair care products: shampoos & conditioners.



Fragrances: for her, him, and for home.



Our products are too expensive?

We are addressing some blog posts and beauty experts' recent articles regarding our products prices

We design our products for people concerned of natural ingredients but also environmental causes. Because we care so much about the quality of our ingredients, the sources of acquisition and the way we maintain these sources, our **pricing strategy** is **premium pricing for premium products**; we adopt a **cost-oriented** and **value-oriented approach** in our **pricing strategy**.

Considering the high competition in the skin care and beauty industry we are also adhering to competitor – oriented approach. For these reasons, our **price range** is medium to high.

- For great perks, discounts and more surprises join our [Loyalty Club](#)
- Always check out our website and in stores for more [sales & offers!](#)

Hemp hand creme (30 ml) - £5.00



Ginger Anti-Dandruff Shampoo (60ml) - £5.00



Coconut Nourishing Body Butter (50ml) - £6.00



Himalayan Charcoal Purifying Glow Mask (15 ml) - £6.00



Drops of Youth™ Concentrate (30 ml) - £28.00



Tea Tree Skin Clearing Facial Wash (60ml) - £3.00



Distribution

Where can you find us?

The Body Shop uses both direct and indirect distribution channels.

You can find our products:

- **In our stores** » Our headquarter is in London, UK and we are present in more than 60 countries with approximately 3,000 stores. Our stores are directly owned by our company or are in the franchise system we developed since 1984.

Through our direct stores we are in a close, direct relation with our customers. Our in-store consultants can help you identify the products that will best serve your needs. Allow yourself an immersion into our subtle fragrances and soft textures by direct testing some of our products.

In our stores, you can find out more about our environmental and human rights campaigns and you can get involved. You can also recycle your empty The Body Shop packages by bringing them in the store.

You can find us in the UK, France, Romania, Germany, Portugal, Spain, Cyprus, Canada, U.S.A., Australia, South Africa, India, Saudi Arabia, Japan and more ... Visit our store finder to discover where is your closest location <https://www.thebodyshop.com/en-gb/store-finder>



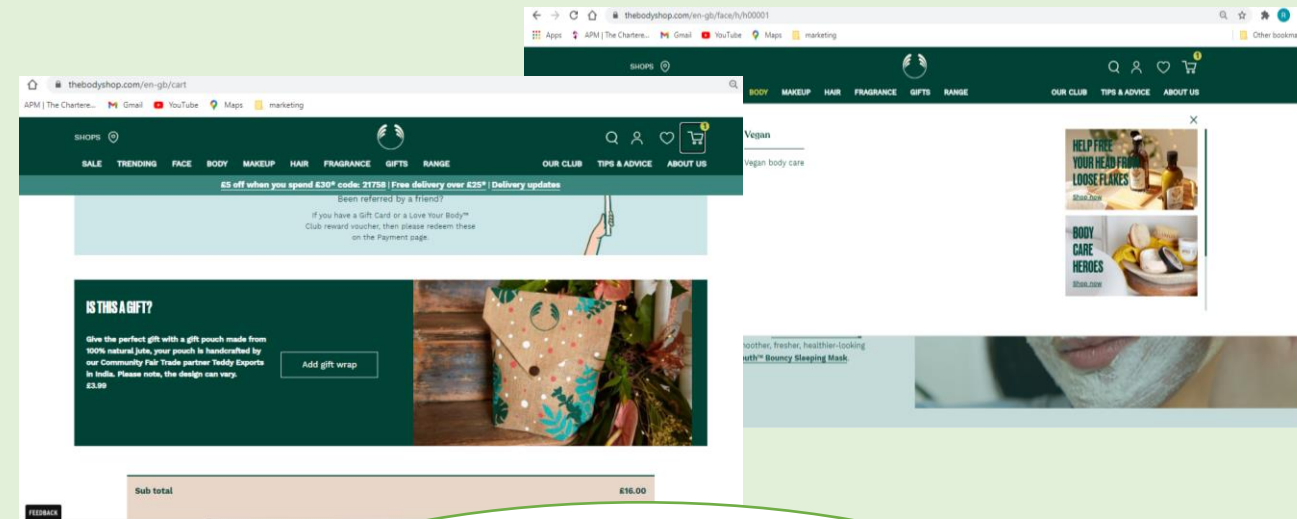
- **Online** » visit us at www.thebodyshop.com

Buying your favorite products has never been easier. You can find your products by selecting the type of **skin or hair care** you are looking for or you can do a search by **ingredients**. *Enjoy our creative designed gift packages and check out for new sales& promotions.*

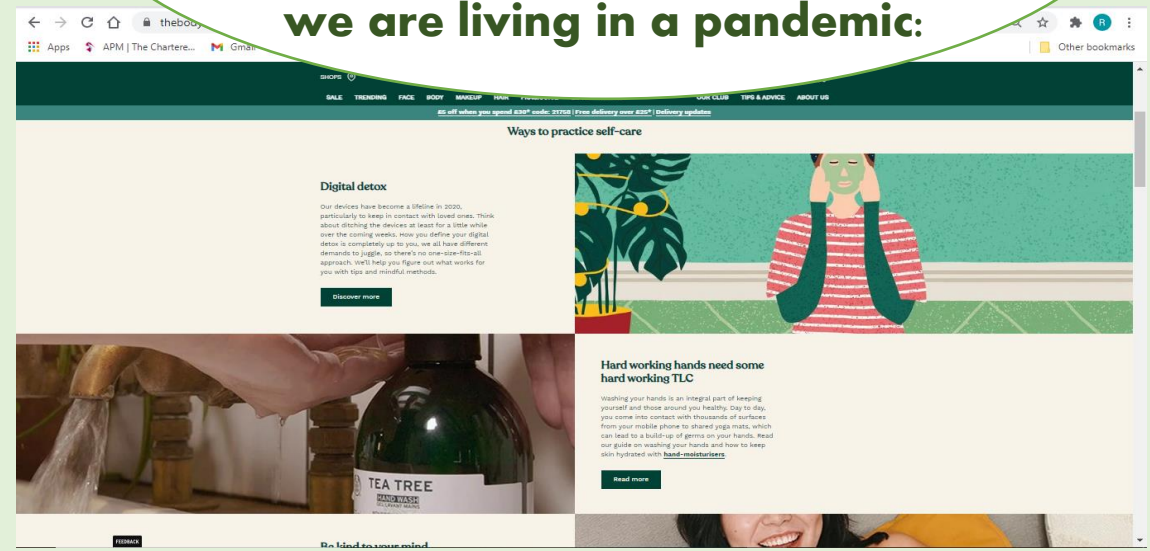
If you want to send a present to a dear one you can fill in their address in delivery section and choose to have your order wrapped in an eco-friendly gift pouch (for £3.99 extra). *It's easy to make someone happier!* 😊

If you spend over £25 you will get your products free delivered.

Or you can choose to collect in-store. Check our [website](http://www.thebodyshop.com) for delivery updates during Coronavirus pandemic.



We live challenging times. The Body Shop it's here for you offering free and handy advice on how to practice self-care even (or especially because!) we are living in a pandemic:



- THE BODY SHOP AT HOME™ is our network of **Distributors and Consultants** » since 1994 our passionate customers can transform their love for our brand into profit. This MLM method was first tested in Australia and its success made it possible to replicate the model in UK and the USA.

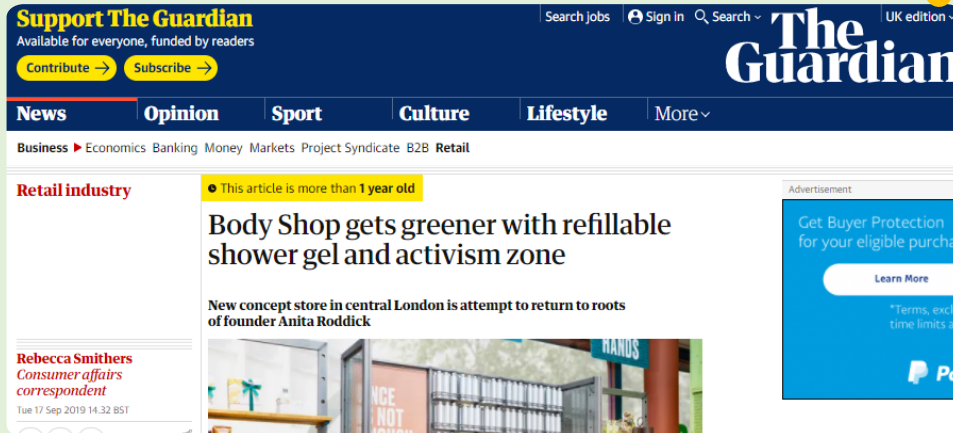
Visit www.thebodyshop.com/en-gb/landing-at-home to discover more about this fantastic opportunity! You can get amazing discounts being your own boss, having an income, testing your favorite products, and making other people aware of our products and campaigns.

- **E-commerce** » specific countries have The Body Shop products available on Amazon and E-bay.



A screenshot of the The Body Shop At Home registration page. The page has a dark green header with the The Body Shop logo and navigation links. The main content area is white and features the heading "BE PART OF OUR FAMILY" in large, bold, dark green letters. Below this, it says "REGISTER WITH THE BODY SHOP AT HOME™". The text on the page describes the opportunity to become an Independent Consultant, earn an income, and share products with a network. It also mentions that all training is provided and no experience is necessary. The page ends with a "FEEDBACK" button.

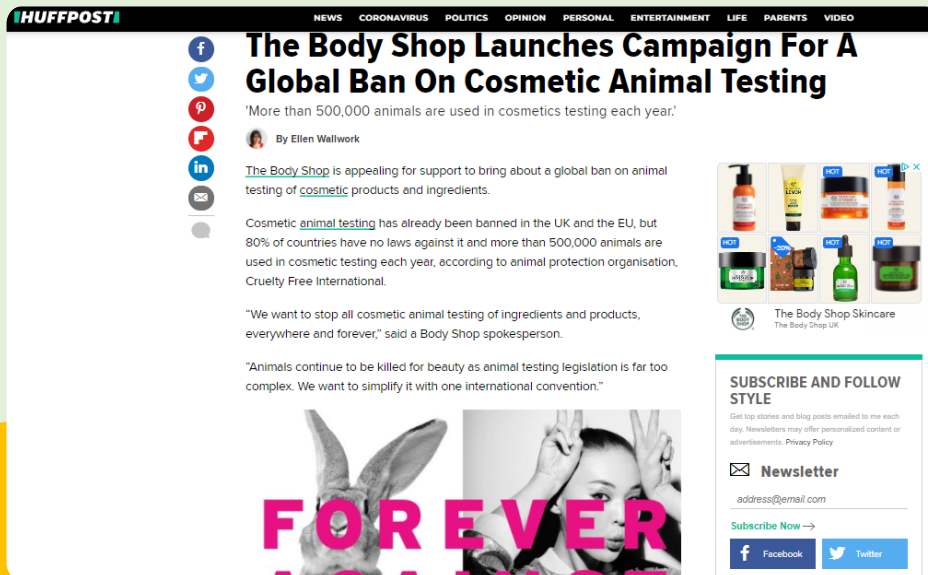
Promotion



The Body Shop has differentiated their **image and promotion strategy** from the mainstream fashion industry brands by not using celebrity endorsement, expensive advertisements, or glossy, expensive packages. TBS uses a mixed promotional strategy, using multiple channels to promote their products: advertising, sales promotions, public relations, direct marketing, personal selling, and social media marketing.

The Body Shop's major promotion strategy and branding image is **the image of its founder – late Dame Anita Roddick**. Alongside with her image, skills, her principles and objectives, we use our strong **Corporate Social Responsibility (CSR)** strategy to promote our products.

Who does not have a strong memory association of The Body Shop and *Against Animal Testing* campaigns? From our first partnership with Greenpeace (1986) for Save the Whales campaign, to becoming first company using fair trade (1987) and banning animal testing for our products in 1991, we have been strong activists for the causes we believe in!



Through our social **campaigns** we reach our target market – people who care about our environment and social causes and want to be involved in making our world a better place for us and future generations. Both **CSR and PR campaigns** maintain a relationship with our customers and attract new ones.

Our work was recognized throughout the years and in 2009, RSPCA recognized our contribution by awarding us the Lifetime Achievement Award.

Our projects are continued and sustained by **The Body Shop Foundation** which develops projects for animal, environmental and human protection.

NHS DONATIONS

As so often when we are faced with unprecedented challenges, brilliant, selfless people do astonishing things to help us all, often putting themselves at risk so that the rest of us can be as safe, healthy and secure as possible.

That is why The Body Shop UK are delighted to be donating nearly 400,000 products, including soaps and Hemp Hand Protectors, to the tirelessly brilliant NHS staff and volunteers fighting the effects of Covid-19. An additional 120,000 products have already been donated to hospitals and charities around the country.



SUCCESS STORIES

We're really proud to have achieved wide-reaching economic and social impact over the years through this programme. We choose to work with suppliers who share our pioneering spirit. Income and investment from our trade has enabled communities to invest in some truly innovative and impactful outreach projects.



SHEA BUTTER FROM GHANA
PROVIDING FINANCIAL INDEPENDENCE FOR GHANAIAN WOMEN



GIFT PAPER AND BOXES FROM NEPAL
PIONEERING EDUCATION AND OUTREACH INITIATIVES

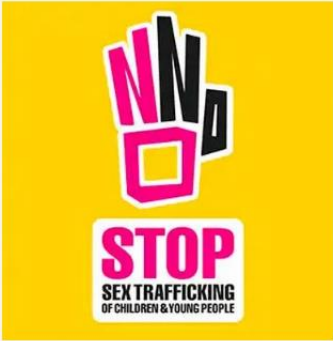


RECYCLED PLASTIC FROM INDIA
TACKLING THE PLASTIC CRISIS DIFFERENTLY

A HISTORY OF CAMPAIGNING FOR EQUALITY



2003
STOP VIOLENCE IN THE HOME



2009 - 2012
STOP SEX TRAFFICKING OF CHILDREN & YOUNG PEOPLE



2011
THE GLOBAL SHEA ALLIANCE



Our consultants' network is another way to promote our products and build on our CSR image. Our consultants became the image of our women empowerment campaign. **Check [here](#) to see the stories of women, all over the world, who work towards their independence with our support.**

Our customers are also passionate about healthy lifestyle and want what is best for their bodies and skin. That is why our **products** are another way of promoting through **Brand campaigns** such as Enrich not Exploit. **[Here](#) you can learn about our Enrich not Exploit Sustainability report highlights.**

Our **stores** are another major promotion strategy both **online and in-stores** offer free advice and self-care tips and articles while displaying our products and using sales promotion strategies. In our stores you can meet skin care experts, make up artists and get inspired by our lovely employees. **[Here](#) you can find out more about them, why they do their job with so much passion and what are their favorite products.**

We use **e-mail marketing and social media** to attract and retain customers.

Check out our latest news and join us in the conversations:



Instagram



LinkedIn



Twitter



Pinterest



Facebook



“Business shapes the world.

It is capable of changing society in almost any way you can imagine.”

Dame Anita Roddick



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