

Policy on external marketing and claims

The Body Shop believes that each individual is unique and beautiful, regardless of age, skin colour, size and background. Our naturally inspired make-up, skin and body care products enhance individual beauty. We will offer products providing particular benefits to certain age groups or skin types, but will never play on our customers' insecurities in order to sell products.

Our promise:

- Our marketing messages celebrate individuality, health and well-being, not perfection and stereotypical beauty
- We will not sell our products based on negative images of age or glorification of youth
- We do not use models in marketing and claims who are very young or thin
- We operate a stringent copy approval system, to ensure that wording and messages always support our commitment to Activate Self Esteem

This Policy applies to all activities by The Body Shop International