BUILDING FOR THE FUTURE
OUR VALUES PERFORMANCE 2014/2015
& OUR NEW COMMITMENT
“I JUST WANT THE BODY SHOP TO BE THE BEST, MOST BREATHLESSLY EXCITING BRAND”

DAME ANITA RODDICK (1942–2007)

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INTRODUCTION

“My hope for the future of The Body Shop is primarily vested in those people who will be the custodians of our culture and our values.”

DAME ANITA RODDICK

In establishing The Body Shop as an ethical beauty business, Anita Roddick was ahead of her time. Now, it is up to all members of The Body Shop family to pioneer a new kind of globally sustainable business for a new world.

From 2016, we are evolving our values-driven approach to work towards our new Enrich Not Exploit™ global commitment, focussing on three pillars: Enrich our People, Enrich our Products, Enrich our Planet. Values have always been fundamental to The Body Shop and the way we run our business. This is as true in 2016, our 40th anniversary, as it was when Anita Roddick opened her first shop in 1976.

Our values influence everything we do, from product development to our supply chain and dealing with customers. This has helped us to be ethical business pioneers and a powerful force for change.

I am pleased to report positive performance against our values in 2014–2015. This ranges from more environmentally sustainable product formulations and packaging to increasing our Community Fair Trade spend. We also provided significant support for marginalised communities, particularly through access to education and clean water.

But our most significant values-driven investment and achievement since 2013 has been developing The Body Shop’s new global sustainability strategy for the future. The world’s biggest challenges are ahead of us and it is our responsibility to ensure our business is fit for a positive and sustainable future. Building on the best of our track record, our global Enrich Not Exploit™ Commitment – and the knowledge, systems and passion that underpin it – has been designed so The Body Shop continues to be a trailblazer, fighting for a better world.

This report is a celebration of our incredible achievements over the past 40 years. It outlines key milestones in The Body Shop journey, including our performance against our five core values in 2014–2015 and our roadmap for our new strategy. From 2016, as outlined on pages 32 to 57, we will be driven by our new Enrich Not Exploit™ Commitment, rather than the values which have been our reference point in the past.

I would like to thank colleagues across our stores and offices, our partners, suppliers and customers for their role in furthering our values – by joining our campaigns, investing in sustainable products and sharing our passion for positive change. I look forward to us all working together to fulfill our aim and deliver our new Commitment.

Christopher Davis
International Director of Corporate Responsibility and Campaigns
“I wanted to try and find products made from natural ingredients. At that time, no one was talking much about the advantages or potential of natural products but I knew that for centuries women had been using organic potions to care for their skin with extraordinary success.”

**DAME ANITA RODDICK**

**SUPPORT COMMUNITY FAIR TRADE**

Community Fair Trade is The Body Shop’s own independently verified fair trade programme, created to help marginalised communities improve their lives and alleviate poverty. We remain committed to trading fairly with our suppliers, large and small.

**KEY ACHIEVEMENTS**

**1987**
Our pioneering Community Fair Trade programme started when The Body Shop started sourcing ‘footsie’ massage rollers from an education and employment charity in India, which became a best-selling line.

**1989**
We bought Nepalese sustainable paper gifts made from plants clogging local waterways, leading to new employment for people and seed funding for community projects.

**1993**
We sourced our first Community Fair Trade ingredient – sesame seed oil.

**1994**
Anita discovered shea butter from Tamale, northern Ghana.

**1999**
We sourced organic cotton Moisturising Gloves and Socks from Mauritius.

**2007**
We were awarded ‘The Big Tick’ Business In The Community Supply Chain Award.

**2008**
We were the first to use fair trade organic alcohol in cosmetics.

**2009**
The Institute for Marketecology (IMO) certified our Community Fair Trade programme.

**2011**
We helped establish the Global Shea Alliance, bringing industry members together to improve benefits for producers and increase the number of women involved in the trade.

**2013**
BITC named The Body Shop International Responsible Business 2013, based on our Community Fair Trade programme.
Community Fair Trade was a particularly busy area for The Body Shop in 2014–2015.

We received a Global Shea Alliance Award for our work over the past five years to help build a fair and sustainable shea butter industry. With other Alliance members, we have worked to increase the number of women involved in shea production and secure greater benefits for shea workers.

In 2014 we started sourcing Community Fair Trade organic argan oil from six Moroccan co-operatives. This is providing 334 rural women with a regular income, giving them greater social status and financial independence, reducing migration and supporting local economic development.

We finished building five schools with our Community Fair Trade suppliers in India, Honduras, Nepal and Ghana, enabling 700 children now – and many more in future – to access education. This is the result of a Christmas 2013 initiative where we donated a specific amount of every Christmas gift sold in-store.

Supporting Women in Nicaragua

In Nicaragua, our innovative pricing mechanisms recognise the unpaid contributions of women in sesame oil production, such as fetching water, feeding workers and caring for children. Our long-term Community Fair Trade partner, the Juan Francisco Paz Silva Co-operative, has used this extra money to set up a credit and savings scheme that has enabled 70 women to set up small businesses.

In collaboration with the UK Economic and Social Research Council, Royal Holloway University and Oxfam, we funded PhD research into the impact of this approach. The study showed that it can lead to participants having greater incomes, status, self-esteem, access to external services and more support from men in household tasks.

“Overall, it seems that recognising the unpaid work of women can have significant economic and social benefits... It is opening new ways of thinking about how governments, development organisations, and companies can measure and recognise unpaid labour, which is normally taken for granted.”

The Body Shop wants to run a business that makes people feel good about themselves. We are an ethical beauty brand that values who people are and what they do, not just how they look.

**KEY ACHIEVEMENTS**

**1995**
- The Body Shop UK stores carried What Women Want cards, receiving 14,000 responses in three months. These were published in a report and book and influenced wider campaigning on women’s issues.

**1998**
- We developed our self-esteem campaign, featuring the body-positive Ruby doll, to challenge stereotypes and spark debate.

**2013**
- Self-esteem related to disability became one of three funding priorities for The Body Shop Foundation, our company charity.

**ACTIVITIES AND ACHIEVEMENTS 2014–2015**

The Body Shop has continued to support and build self-esteem, particularly among women, through our human rights campaigns and income-generating projects linked to our Community Fair Trade programmes as well as in-store and in the media.

“WE WORK TO PROMOTE SELF-ESTEEM AND ENCOURAGE THE CELEBRATION OF THE UNIQUE QUALITIES THAT MAKE EACH OF US WHAT WE ARE. WE HAVE A GREATER RESPONSIBILITY TO OUR CUSTOMERS THAN SIMPLY TENDING TO THEIR LOOKS. WE TRY TO CELEBRATE THE WHOLE PERSON.”

DAME ANITA RODDICK
In 2014–2015 we also worked to boost self-esteem at a local level. In partnership with St John’s College, Brighton, our International Human Resources team based in the UK arranged work placements for five young people with special educational needs. This helped to build the confidence and skills of people who are often excluded from mainstream society.

“You could feel how excited the learners were about actually being able to do some tasks for such a well-known brand. All of the learners really enjoyed the experience of working in a real-life environment. You could see the pride in all of them.”

DREW BAKER, ST JOHN’S COLLEGE, BRIGHTON

The media continues to prey on the insecurities of women. Across the world, we are doing what we can to redress this balance.

Every poster we display in-store and every image on our website is produced to the following guidelines:

• WE DO NOT ALTER THE SIZE OR BODY SHAPE OF OUR MODELS
• WE DO NOT USE UNNATURALLY THIN MODELS
• WE MAKE SMALL ADJUSTMENTS TO COLOUR OR MINOR IMPERFECTIONS, ENSURING EFFECTIVENESS OF VISUALS ACROSS DIFFERENT SIZES AND FORMATS, THESE ADJUSTMENTS ARE TO THE IMAGE AS A WHOLE AND NOT THE MODELS WE USE

GLOBAL ACTION

LOCAL ACTION
For 40 years, The Body Shop has worked tirelessly to promote and defend human rights. We use our global presence to campaign for human rights in the media and in our stores. We also work with our suppliers to expand ethical trade practices that respect workers’ rights.

“Our resources, plus the audience of millions passing by on the pavement and through our shops around the world, have combined to raise public consciousness, encourage action and educate.”

DAME ANITA RODDICK

**KEY ACHIEVEMENTS**

1991
The Body Shop supported the Tie a Yellow Ribbon campaign, which led to the release of hostage John McCarthy after five years of captivity.

1993
Our Free the Ogoni 19 Campaign was supported in 17 countries, raising awareness of people persecuted for protesting against oil exploitation in Nigeria.

1998
Make Your Mark, our global campaign with Amnesty International to highlight the plight of human rights defenders, collected over 3 million signatures and helped secure the release of 17 prisoners.

2000
We established the Human Rights Award for grassroots human rights activists.

2004–2008
Our global Stop Violence in the Home campaign raised awareness, generated funds for women’s crisis centres and helped lead to domestic violence being made illegal in Indonesia.

2008–2010
In partnership with MTV International, we raised £8 million for the Staying Alive Foundation to raise HIV and AIDS awareness among young people.

2009–2012
Our Stop Sex Trafficking of Children and Young People campaign mobilised 7 million people to demand action. 24 governments committed to introduce new legislation to give greater protection to those at risk and support to those affected.
Our work to defend human rights in the past two years has involved fundraising, awareness-raising and helping to implement good practice around the world.

**THE RIGHT TO EDUCATION**

We raised over £200,000 for War Child through pre-packed Christmas gifts sold in 2014. The funds raised will support 6,000 children displaced by war to meet their education needs, ranging from early years education to special classes to catch up on missed schooling. This support covers the cost of around 5.27 million lessons – one lesson per gift sold – giving children in Afghanistan, Jordan, the Democratic Republic of the Congo and Sudan hope for a better future.

**THE RIGHT TO WATER AND SANITATION**

Our Christmas 2015 and Ramadan 2016 fundraising aims to raise £210,000 to help Water Aid improve health and hygiene through access to clean water. Through sales of special gift sets, we will fund projects including a water, sanitation and hygiene programme in Arba Minch Zuria, Ethiopia, where 40% of people cannot access clean water. Our plans to help the community build a new water supply, safe toilets and share hygiene messages will help to reduce disease, improve harvests and increase school attendance.

**THE RIGHT TO EQUALITY**

In 2014–2015 we initiated diversity and inclusion training for our UK-based international head office employees, to underpin our global diversity and inclusion strategy. We will roll this training out across all employees in 2016 to ensure that diversity and inclusion permeate everything we do.

**ETHICAL TRADE**

To have a positive impact on the lives of the people who make our products, we work with suppliers in more than 20 countries to improve workers’ rights and supply chain ethics. Our code of conduct, assessments and external auditing apply to 130 factories and 40,000 workers.

To support our vision and drive improvements we are a member of the Ethical Trading Initiative and share good practice with other retailers and local partners. Our Ethical Trade programme promotes respect for workers and the environment, but it can also have business benefits for our suppliers. Just a year after engaging in a capacity building workshop run through our Ethical Trade programme, one Chinese factory has indicated an improvement in their productivity.

We continued to hold an ethical trade day for our suppliers in China, where we are focused on ensuring that we work with suppliers who are committed to reaching The Body Shop’s own standards. Held in conjunction with L’Oréal, H&M and the sustainable business specialist BSR (Business for Social Responsibility), our 2015 event focused on workers’ rights and supply chain transparency.
Our belief that animal testing is not necessary to prove the safety of cosmetic ingredients or product formulations has been at the heart of The Body Shop for 40 years. We were once a lone corporate voice on this issue. Thankfully, that voice was listened to. Today, new technology and legislation has permanently transformed the cosmetics industry. For example, 2013 EU legislation that we helped bring about means that the sale and import of animal tested cosmetic products and ingredients is banned for any company trading in Europe.

We are proud that cruelty-free cosmetics are now the norm in much of the world.
ACTIVITIES AND ACHIEVEMENTS 2014–2015

As others in our industry have followed our lead Against Animal Testing in the beauty industry, we continue to advocate for global change whilst ensuring that we meet our own high standards. All The Body Shop products and ingredients undergo extensive testing to ensure that they are safe and effective, whilst also remaining cruelty-free.

We use three main testing methods involving computer data, laboratory-created tissues and people:

- In-silico (computer-based) analysis uses readily available, existing data which will help us to assess the suitability of similar materials through a process of extrapolation of this information.
- Laboratory-produced EpiSkin, grown from human skin cells, allows us to conduct safety checks on cells that react in virtually the same way as human skin without harming any people or animals.
- Finally to ensure good tolerance on people we will often test our products using patch testing, which involves placing a very small amount of product on a person’s skin to ensure that it is safe and effective, usually at the final stage of testing a new formulation. We will also carry out controlled user trials where people test our products for both skin compatibility and cosmetic effectiveness, under the supervision of medical experts when required.

AWARDS FOR THE BODY SHOP’S STANCE AGAINST ANIMAL TESTING

1997
The first international cosmetics company recognised under the Humane Cosmetics Standard

2006
Best Cruelty-free Cosmetics Award from PETA (People for the Ethical Treatment of Animals)

2008
Lifetime Achievement Award from the RSPCA (UK Royal Society for the Prevention of Cruelty to Animals)
The Body Shop was an early pioneer in green business and we constantly explore ways to run our business in a more environmentally sustainable way.

**KEY ACHIEVEMENTS**

1986
The Body Shop launched Save the Whale, in partnership with Greenpeace. We set up an Environmental Projects Department to coordinate our campaigns and commercial practices.

1989
Our Stop the Burning campaign collected almost 1 million signatures to help save the Brazilian rainforest, calling on the government to reduce burning of the Amazon.

1993
We banned PVC in our packaging.

2002
Our Choose Positive Energy campaign with Greenpeace promoted renewable energy, presenting over 6 million signatures to the World Summit for Sustainable Development.

2004
We were a founder member of the Roundtable on Sustainable Palm Oil (RSPO) – set up to promote the use and growth of sustainable palm oil.

2007
All of our products became 100% vegetarian.

2012
We launched our Pulse stores, featuring more energy-efficient lighting and sustainable shop fit materials.

“HAVING CHOSEN TO TAKE AN ETHICAL POSITION ON THE ENVIRONMENT, THE IDEALS HAVE TO BE SHARED BY EVERYONE CONNECTED WITH THE BUSINESS – STAFF, SUPPLIERS AND CUSTOMERS. WE ARE NOT JUST INTERESTED IN GOOD HOUSEKEEPING, WE ALSO WANT CHANGE: LOCALLY, NATIONALLY AND INTERNATIONALLY.”

DAME ANITA RODDICK
Globally, we continue to explore ways to reduce our energy consumption and harness renewable energy across the business. We continued an impressive decline in our stores’ CO2 emissions, based on increased rollout of our increasingly energy-efficient Pulse stores, which use low-energy LED lighting and more recycled materials. As of 2015, just over 50% of all our stores sourced renewable energy. Increasing the number of stores using renewable energy remains a challenge, as infrastructure in many countries where we operate cannot meet our renewable energy needs. We remain committed to increasing our use of renewable energy where possible.

We encourage the third party contractors who transport our products around the world to adopt more sustainable practices such as using low emission vehicles and ways of moving more products in fewer journeys.

During 2014–2015, as well as pursuing our aims of reducing our environmental impact, we invested a lot of time and resources in a wide-ranging sustainability audit. This knowledge has enabled us to tailor our 2016–2020 strategy and Enrich Not Exploit™ Commitment towards building on our environmental strengths and addressing areas where our performance is less strong.

**ENVIRONMENTAL ISSUES CHAMPIONED SINCE 1976**

**ACTIVITIES AND ACHIEVEMENTS 2014–2015**

**ENERGY AND CO2**

- **CO2 EMISSIONS FROM OUR STORES**
  - 2010: 25000
  - 2011: 22500
  - 2012: 20000
  - 2013: 18000
  - 2014: 15500
  - 2015: 15000

- **CO2 EMISSIONS FROM OUR SITES**
  - 2010: 4500
  - 2011: 3400
  - 2012: 3000
  - 2013: 3000
  - 2014: 3000
  - 2015: 3000

**ENERGY AND CO2**

- CO2 emissions in tonnes
- CO2 emissions from sites

**REPORTING DATA**

All data presented here is up to November 2015.

*Data for company stores is based on actual numbers for a sample range of stores and extrapolated across all our stores except franchised stores.

**Data for sites is actual data for our three largest sites – London and Littlehampton (UK) and North Carolina (USA).
To minimise our environmental impact, we research and aim to source sustainable materials to use in our products, packaging and stores. We are also focused on reducing our water consumption across the business and remain committed to reducing the amount of landfill waste we generate.

Following introduction of our pioneering waste-reduction machine to separate products from their packaging in 2013, we started processing much more waste and increased our levels of recycling, resulting in a reduction in our use of landfill in 2014–2015. However, we fell short of our own expectations by failing to detect a leak in one of our US sites, leading to an overall increase in water use. This has now been fixed.

Since June 2014 we have reformulated our facial skincare products to contain naturally derived exfoliants, in line with our body products. By the end of 2015, all our products were free from polyethylene microbeads, addressing discussions with key stakeholders who are concerned about non-biodegradable materials in the marine food chain.

We have reduced the environmental impact of many of our product packaging ranges, through technological innovations that reduce the volume and weight of packaging materials. We have extended our use of glass packaging as research indicates that glass has high recycling rates among consumers. Where possible – in around 20% of our glass and plastic product packaging – we use post-consumer recycled plastic and glass.

All of our wood-derived packaging, accessories and shop fit materials are Forest Stewardship Council (FSC)-certified, indicating they come from sustainable sources.

From 2012 to 2014, our Wood Positive programme with the World Land Trust ensured that we planted and protected more trees than we used in our packaging. Through this programme, we protected 200 hectares of forest and restored 89 hectares of habitat in Mexico, Ecuador and Brazil.

In 2015, we replaced the plastic vac forms used in gift packaging with corrugated card; this change has helped us reduce our use of plastic by 154 tonnes. In addition by reducing the weight of each Body Butter jar by just 2 grams, we will reduce our use of plastic by a further 39 tonnes.
The Body Shop Foundation is the charitable arm of The Body Shop. It funds innovative social and environmental projects around the world.

Since 1989, The Body Shop Foundation has donated over £21 million to thousands of small projects and charities focusing on human rights, animal welfare and environmental protection.

**KEY ACHIEVEMENTS**

- **1989**
  - The Body Shop Foundation was formed as a way on consolidating company giving and our first two core projects were the Eastern European Relief Drive (now Children on the Edge) and Brazilian Healthcare Project (now Amazon Rainforest Foundation).

- **1991-1993**
  - Gordon Roddick brings the idea of a street newspaper sold by and for homeless people back from his travels from USA.
  - ‘The Big Issue’ becomes the third core project of The Body Shop Foundation.

- **1997**
  - We offered NGOs rent-free accommodation in London, including the Big Issue, The Movement for the Survival of the Ogoni People and Womankind Worldwide.

- **2004**
  - We awarded Womankind Worldwide £30,000 to support women’s empowerment in 70 countries.

- **2007**
  - The Body Shop Foundation benefited from 3,308 volunteering hours (around 40% of time donated was by The Body Shop employees).

- **2012-2015**
  - The Body Shop Foundation develops a ‘Challenge Programme’, matching international volunteers with different challenges, benefitting different causes. Over the 3 years, over 150 global participants have trekked, cycled, climbed, rafted and helped build a community school raising just under £200k between them, whilst raising awareness on the issues highlighted.
The Body Shop Foundation’s activities are diverse. Here’s a flavour of how our recent work has had a positive impact on just one issue – water and sanitation.

We are providing £20,000 to create a multi-lingual emergency sanitation manual for use by NGOs, based on proven approaches including USAID-funded research at the University of Brighton.

Worldwide, water and sanitation problems are the second biggest killer of children under five – particularly in times of crisis, such as disease outbreaks, forced migration and earthquakes.

Since 2013 we have partnered with Village Water, benefiting 11 communities through water, sanitation and hygiene projects to reduce life-threatening diseases. We have helped train people to build low-cost sanitation facilities using locally available materials.

The Body Shop Foundation and The Body Shop UK also publicised Village Water’s 2014 Well Good appeal online, helping to reach almost 300,000 people and secure a grant of £287,392 from the UK Department for International Development (DFID).

To find out more about The Body Shop Foundation, visit www.thebodyshopfoundation.org
DAME ANITA RODDICK

"THE BODY SHOP IS CURRENTLY METAMORPHOSING, BUT WE WILL SURVIVE AND THRIVE BECAUSE WE HAVE A CONSISTENT RESPECT FOR OUR HERITAGE. THE COMPANY STANDS FOR SOMETHING OTHER THAN A MOISTURISER AND PROFITS. THIS IS THE MODEL FOR THE FUTURE."

THE BODY SHOP’S GLOBAL ENRICH NOT EXPLOIT TM COMMITMENT FOR 2020.

DEVELOPED DURING 2013, THIS ORGANISATION-WIDE COMMITMENT WILL DRIVE OUR PERFORMANCE OVER THE NEXT YEARS AND STEER OUR LONG-TERM COURSE.
The Body Shop’s founding principle was to be a force for positive change. This has guided us through 40 years of growth, from a one-woman enterprise with a single UK shop to a global business operating in 67 countries.

We were corporate social responsibility pioneers, among the first global businesses to practise fair trade and conduct social and environmental campaigns. While we maintain these values today, they are less distinctive in 2016 than in 1976. It is time to move on.

The challenges facing the world have changed significantly in the past 40 years. We recognise that the earth’s resources are finite and cannot sustain humanity’s current behaviour. We urgently need to tackle climate change, habitat destruction, species depletion and the growing inequality between rich and poor.

At the same time, advances in science and technology have given us new insights into these problems, tools to help address them and new ways of sharing important messages.

The key challenge facing The Body Shop at this milestone anniversary is how to orient ourselves in this new global landscape so we can achieve our aim of being the world’s most ethical and truly sustainable global business.

Since 2013, we have worked hard to re-establish ourselves as a trailblazer for positive change, influenced by the growing body of scientific knowledge around sustainability (see page 38 for more information). We are refocusing ourselves to meet the challenges facing our planet and its people in a more consistent and strategic way.

To do this, we undertook a comprehensive review of our business across all areas and 67 countries. We also implemented systems, training and reporting to monitor progress against tough new targets. And we created a new internal advisory group and a number of inter-departmental working groups to facilitate co-operation and new ways of working across the business.

This process has led to The Body Shop’s Enrich Not Exploit™ Commitment, which leverages our proud heritage and reflects our aim. It demonstrates that we have the confidence to try new approaches and the humility to learn from past mistakes as well as triumphs. It is the first step on our journey to achieving our aim to be the world’s most ethical and truly sustainable global business.

This Commitment builds on the L’Oréal Group’s Sharing Beauty With All sustainability strategy while taking forward the essence of The Body Shop’s founding principles in a new way to meet the challenges of a new era.

Our Enrich Not Exploit™ Commitment will use our global presence to be a powerful, positive force for change and look to influence others to join us. We are now putting this into practice globally, across all areas of our business.

Christopher Davis
International Director of Corporate Responsibility and Campaigns

OUR AIM IS TO BE THE WORLD’S MOST ETHICAL AND TRULY SUSTAINABLE GLOBAL BUSINESS
Our Enrich Not Exploit™ Commitment is our first towards our aim of being the world’s most ethical and truly sustainable global business.

**RIGOROUS APPROACH**

Our Enrich Not Exploit™ Commitment is based on the knowledge that our planet maintains critical life systems, provides all of our raw materials, and assimilates any waste we produce. Advances in science and technology have given the world new knowledge and we have used this knowledge to develop our Commitment.

The Body Shop’s response to what this new knowledge tells us must be to refocus and redouble our sustainable and ethical efforts to meet unprecedented challenges facing the world and its people.

For 40 years, The Body Shop showed the world that business could be a force for good. We are using everything we learned in the past 40 years to set about becoming the most ethical business that is truly sustainable and delivers long-term commercial success without damaging the earth’s ecosystems. We want to ensure that our business and our products have a positive rather than a negative social and environmental impact.

Throughout 2013, 2014 and 2015 we researched, developed and refined our new approach to meeting our aim in a systematic way. In doing so, we were inspired by academic research, theories and frameworks from experts in many fields, including leading scientists, inter-governmental agencies and non-governmental organisations. Debates, discussions and workshops with the Building Research Establishment, the Eden Project, Future-Fit Foundation, The University of Brighton and with The University of Cambridge Institute for Sustainability Leadership were particularly influential and inspiring.

Alongside this, we conducted a thorough review of activities and performance in all of our business areas – from sourcing renewable raw materials to package design and managing transport networks, stores and offices. This serves as a baseline and has influenced the detailed targets and performance measures we will use up to 2020.

We also undertook research to ensure that the Enrich Not Exploit™ Commitment resonates with colleagues and consumers from around the world, as their involvement will be the key to its success.

**COMBINING PRINCIPLES AND PRACTICE: PEOPLE, PRODUCTS AND PLANET**

The primary focus of the Commitment is using The Body Shop’s scale and networks to address the most critical problems facing our planet. By mapping the world’s challenges and where The Body Shop can have the most positive impact, we identified the three core pillars of the Commitment: People, Products and Planet.

Each of these three pillars has specific targets to help us inspire and engage action – and measure progress – towards our ultimate aim of being the world’s most ethical and truly sustainable global business.
Instead of being driven by comparisons with our past performance, competitors or industry standards, our Enrich Not Exploit™ Commitment is inspired by the needs of our planet and its people. This is not simply about doing less harm, but rather about actively working toward a clear destination: a future in which humanity and other life can flourish on Earth forever.

Every company needs to do its bit if such a future is to become a reality. But what part must The Body Shop play? To answer that question, we worked with the Future-Fit Foundation, building on best-available science to define seven long-term goals that we must ultimately strive to meet to fulfil our aim:

1. Source all inputs in ways that have no negative social or environmental impact
2. Emit no substances which could harm the environment or society
3. Ensure the presence of the business does not cause disruption to ecosystems
4. Meet needs without any environmental impact, during product use and at end of life
5. Create a working environment within which all employees can flourish
6. Help to create thriving communities wherever the business operates
7. Engage and empower customers to act in the best interests of people and the environment

STEPS TOWARDS A TRULY SUSTAINABLE BUSINESS

1. Source all inputs in ways that have no negative social or environmental impact
2. Emit no substances which could harm the environment or society
3. Ensure the presence of the business does not cause disruption to ecosystems
4. Meet needs without any environmental impact, during product use and at end of life
5. Create a working environment within which all employees can flourish
6. Help to create thriving communities wherever the business operates
7. Engage and empower customers to act in the best interests of people and the environment
Fundamentally, the Commitment represents The Body Shop’s first steps towards becoming the kind of business we want to be and the kind of world we want to inhabit.

It reflects The Body Shop’s core principles and strengths – things that set our brand apart. And it focuses on The Body Shop re-establishing a leading role in ethical and sustainable business.

Our Enrich Not Exploit™ Commitment is the expression of our values and who we are. We recognise that diverse people inside and outside our organisation inspire and enrich our business, and that we need to engage these people to achieve our aims. They also recognise our power and responsibility as a trusted global business to treat people fairly, reduce our environmental impact and do what we can to protect the earth’s precious resources – before it is too late.

OUR MANIFESTO

OUR STORY STARTED WITH ANITA RODDICK’S BELIEF IN SOMETHING REVOLUTIONARY; THAT BUSINESS COULD BE A FORCE FOR GOOD, AND IN 1976 THE BODY SHOP WAS BORN. WE’VE ALWAYS DONE THINGS DIFFERENTLY, BROKEN THE MOULD, BEEN BOLD, BEEN BRAVE.

TODAY, OUR COMMITMENT IS STRONGER THAN EVER; TO ENRICH, NOT EXPLOIT.

FOR US, THIS MEANS ENRICHING PEOPLE AS WELL AS OUR PLANET, ITS BIODIVERSITY AND RESOURCES. WE ARE COMMITTED TO WORKING FAIRLY WITH OUR FARMERS AND SUPPLIERS AND HELPING COMMUNITIES TO THRIVE. OUR PRODUCTS ENRICH, BUT NEVER MAKE FALSE PROMISES AND ARE NEVER TESTED ON ANIMALS.

WE ARE PROUD TO BE ORIGINAL, IRREVERENT AND CAMPAIGN FOR WHAT’S RIGHT; TOGETHER WE CAN DO IT.

ENRICH NOT EXPLOIT™. IT’S IN OUR HANDS.
BUILDING FOR THE FUTURE 2014–15

OUR STRAPLINE AND LOGO

The Enrich Not Exploit™ Commitment strapline ‘It’s in our hands’ and our hand and nature logo illustrate our vision of a symbiotic relationship between humans and our planet. We need each other to thrive but humans need to act now as this relationship is at risk.

To support our growing population, people and businesses across the world need to respect and look after our planet’s rich biodiversity as well as each other. In short, we need to protect and enhance our planet and its people.

Despite this tough challenge, ‘It’s in our hands’ is hopeful. It communicates the fact that we can all make a positive difference – customers and colleagues, young and old, rich and poor, wherever we are.

The BODY SHOP®
OUR TARGETS BY 2020

(‘It’s in our hands)
Our Enrich Not Exploit™ Commitment includes 14 targets for The Body Shop to achieve by 2020*. The targets are the clearest manifestation of who we are and what we stand for as we take the first step towards achieving our aim. They will drive our performance in key areas and our overall progress towards our ultimate aim of being the world’s most ethical and truly sustainable global business.

TARGET 1: DOUBLE OUR COMMUNITY TRADE PROGRAMME FROM 19 TO 40 INGREDIENTS AND HELP ENRICH THE COMMUNITIES THAT PRODUCE THEM

WHY IS THIS IMPORTANT?
Our Community Trade partners demonstrate the best sustainability practices, standards and approaches in our supply chain, ranging from new agricultural techniques and smarter production methods to positive impacts on local communities and ecosystems. They help us learn so we can share good practice across our wider supply chain.

HOW WILL WE REACH THIS TARGET?
By working with our partners across the L’Oréal Group to develop formulations that promote the very best practices in our supply chain. Some of the next 21 ingredients will be existing high-volume materials, where we will work with producers to attain Community Trade status. Others will be ingredients entirely new to us.

HOW WILL WE MEASURE IT?
By tracking the number of ingredients that have attained Community Trade status and are currently in production.

TARGET 2: HELP 40,000 ECONOMICALLY VULNERABLE PEOPLE ACCESS WORK AROUND THE WORLD

WHY IS THIS IMPORTANT?
For economically vulnerable and marginalised people, having a job can transform the future. Employment allows people to take control of their lives and provide for their families’ basic needs such as food, shelter, education and healthcare.

HOW WILL WE REACH THIS TARGET?
We will focus on increasing access to work in small businesses and Community Trade suppliers, primarily for people living with disabilities, people from ethnic minorities and the long-term unemployed. Aligned to L’Oréal Group’s Solidarity Sourcing programme, we will develop projects with each supplier, often supported by local non-governmental organisations or other partners.

HOW WILL WE MEASURE IT?
Our regular supplier reporting and auditing process will record the number of people employed. We will audit the number of people benefitting from work as part of our broader sustainable sourcing programme.

*One target (14) is to be achieved by 2016
TARGET 3: ENGAGE 8 MILLION PEOPLE IN OUR ENRICH NOT EXPLOIT MISSION, CREATING OUR BIGGEST CAMPAIGN EVER

WHY IS THIS IMPORTANT?
The people of the world need to act now, and in large numbers, to help safeguard our planet. As a trusted global brand with a history of successful activism, we are uniquely able to voice the concerns of millions of customers and persuade decision-makers around the world to implement measures to secure long-term positive change.

HOW WILL WE REACH THIS TARGET?
We will promote our campaigns across all of our communication platforms – our stores, our website, via the media and with external partners to raise awareness and involve new and existing customers. We will present our campaigns in new and different ways to maximise customer engagement.

HOW WILL WE MEASURE IT?
We will count the number of people who sign our petitions. We will also track the number of national and international institutions who we lobby for change and will report on our impact.

TARGET 4: INVEST 250,000 HOURS OF OUR SKILLS AND KNOW-HOW TO ENRICH THE BIODIVERSITY OF OUR LOCAL COMMUNITIES

WHY IS THIS IMPORTANT?
The Body Shop’s 25,000-strong workforce includes people highly skilled in areas such as retail, supply chain management, marketing, finance and IT. Our employees’ skills and passion have the potential to make a positive impact on the communities where they work.

HOW WILL WE REACH THIS TARGET?
We will give every employee up to three days a year (pro rata for part-time employees) to volunteer in their local community. Teams can decide how best to use this time but will provide guidance to ensure that skills are used where they can create the biggest difference, for instance by working with local charity partners.

HOW WILL WE MEASURE IT?
We will measure the number of hours our teams contribute in their local communities. We will also share stories of colleagues’ community achievements around the world to demonstrate the positive impact of our community involvement.

TARGET 5: ENSURE THAT 100% OF OUR NATURAL INGREDIENTS ARE TRACEABLE AND SUSTAINABLY SOURCED, PROTECTING 10,000 HECTARES OF FOREST AND OTHER HABITATS

WHY IS THIS IMPORTANT?
100% traceability & sustainability: Unless we know where our raw materials come from and the conditions under which they are produced, we cannot truly measure or manage our impact on planet and people. Protecting 10,000 hectares: Forests and other natural habitats are crucial life-support systems for our planet, absorbing CO2 to reduce the impact of climate change and hosting rich biodiversity. Conserving these habitats safeguards resources for future generations while protecting the way of life of indigenous people.

HOW WILL WE REACH THIS TARGET?
100% traceability & sustainability: In line with the L’Oreal Group’s Sharing Beauty With All sustainability programme, and drawing on expertise from our well-established Community Trade programme, we will establish the country of origin for all renewable raw materials we use. We will also conduct comprehensive risk assessments so we can ensure social and environmental accountability across all priority supply chains.

Protecting 10,000 hectares: Our priority ingredient to help protect forest habitat is our Community Trade Brazil nut oil from Peru. Sourcing this ingredient helps the local community secure a reliable and sustainable income without damaging the forest. This approach is in line with best practice recommended by World Wildlife Fund (WWF) and the Rainforest Alliance. We aim to expand it to beeswax from Cameroon and honey from Ethiopia in 2016.

HOW WILL WE MEASURE IT?
100% traceability & sustainability: We will track the proportion of renewable raw materials for which we have confirmed the country of origin, established legal compliance, assessed social and environmental risks and ensured accountability.

Protecting 10,000 hectares: We will divide the tonnage of renewable raw materials we purchase from relevant habitats by the area required to generate this volume of material. This approach reflects current best practice for monitoring and evaluating the conservation benefit of non-timber forest products.
**TARGET 6:**

**REDUCE YEAR ON YEAR THE ENVIRONMENTAL FOOTPRINT OF ALL OUR PRODUCT CATEGORIES**

**WHY IS THIS IMPORTANT?**

All consumer products enter the environment at some stage, either while they are used or when they are disposed of. We need to be able to measure the potential environmental impact of our products and set targets to reduce this impact in the future.

**HOW WILL WE MEASURE IT?**

When we develop a new formula for launch we will calculate its biodegradability and water footprint and check these against the product category average. Any formula that does not meet or exceed this standard will require senior management permission to launch. While we may occasionally launch products that do not meet the category average, each product category will deliver overall year on year improvement in these environmental standards.

**HOW WILL WE REACH THIS TARGET?**

Every time we develop a new formula for launch we will calculate its biodegradability and water footprint and check these against the product category average. Any formula that does not meet or exceed this standard will require senior management permission to launch. While we may occasionally launch products that do not meet the category average, each product category will deliver overall year on year improvement in these environmental standards.

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**TARGET 7:**

**PUBLISH OUR USE OF INGREDIENTS OF NATURAL ORIGIN, INGREDIENTS FROM GREEN CHEMISTRY, AND THE BIODEGRADABILITY AND WATER FOOTPRINT OF OUR PRODUCTS**

**WHY IS THIS IMPORTANT?**

The world’s non-renewable resources are running out so we must increase our use of natural ingredients from readily renewable sources to help reduce our environmental impact. We want to be transparent and open about our environmental performance to ensure that we are fully accountable to our customers and other stakeholders.

**HOW WILL WE MEASURE IT?**

We are currently assessing every ingredient we use to understand how biodegradable it is and the level of dilution required to avoid any negative environmental impact (its water footprint). These two indicators will enable us to compare the environmental impact of every formulation we produce. We will calculate averages for each formula type or category, which will become the target for new formulas to meet or exceed. We will recalculate the averages annually, driving us to improve the environmental footprint of our products.

**HOW WILL WE REACH THIS TARGET?**

Once we have finished assessing our raw material portfolio, we will calculate the biodegradability, water footprint and ingredients of natural origin for each of our products. We will publish this information on our website.

**TARGET 8:**

**DEVELOP AN INNOVATION PIPELINE THAT DELIVERS PIONEERING COSMETIC INGREDIENTS WHICH ARE SUSTAINABLY SOURCED FROM BIODIVERSITY HOTSPOTS AND HELPS TO ENRICH THESE AREAS**

**WHY IS THIS IMPORTANT?**

Ingredient innovation is vital for our business, enabling us to develop new and improved products. We know the planet’s biodiversity is a great source of innovative materials, and also that biodiversity hotspots need urgent protection. We will therefore seek out and source ingredients from globally recognised biodiversity hotspots. Our sourcing programme will select ingredients which drive the performance of our products and help sustain specific species, the wider ecosystem and the livelihoods of local communities.

**HOW WILL WE REACH THIS TARGET?**

We will work with ingredient and biodiversity specialists around the world, including Fauna and Flora International, to identify at least three effective cosmetic ingredients from biodiversity hotspots, where our sourcing helps to protect people and the planet. We will use these ingredients in new product formulations and will work with our grassroots partners to support sustainable practices.

**HOW WILL WE MEASURE IT?**

By tracking the number of ingredients sourced in line with our rigorous selection criteria:

- proven cosmetic benefits
- feedstock that is traceable to a biodiversity hotspot
- help protect biodiversity
- not currently used by The Body Shop
- relatively unknown in the rest of the cosmetics industry.

**TARGET 9:**

**BUILD BIO-BRIDGES, PROTECTING & REGENERATING 75 MILLION SQUARE METRES OF HABITAT, HELPING COMMUNITIES TO LIVE MORE SUSTAINABLY**

**WHY IS THIS IMPORTANT?**

Habitat loss, largely caused by farming expansion and intensive harvesting of forest products, is arguably the greatest threat to our planet’s biodiversity. This is important to us as citizens of the world, but also specifically threatens the future of key parts of our supply chain. As a business that aims to be environmentally sustainable, protecting endangered habitats is vitally important to The Body Shop.

**HOW WILL WE MEASURE IT?**

By tracking the number of ingredients sourced in line with our rigorous selection criteria:

- relatively unknown in the rest of the cosmetics industry.
- proven cosmetic benefit
- feedstock that is traceable to a biodiversity hotspot
- help protect biodiversity
- not currently used by The Body Shop
- relatively unknown in the rest of the cosmetics industry.

**HOW WILL WE REACH THIS TARGET?**

Bio-Bridges will help us protect biodiversity around the world in a holistic way. We will connect endangered habitats to protect them and will support habitat regeneration where necessary. We will link this with our efforts to source sustainable ingredients and support communities in biodiversity hotspots. From June 2016, Bio-Bridges will be an annual campaign in-store and online. During the campaign, we will protect one square metre of habitat for each customer transaction by donating funds to our partner World Land Trust.

**HOW WILL WE MEASURE IT?**

This scheme will be accredited by the Climate, Community and Biodiversity Alliance (CCBA), demonstrating its climate, social and biodiversity benefits. To comply with this accreditation, we will need to report impact, primarily areas protected, impact on local biodiversity and community engagement plus report on areas we have protected each year.
TARGET 10:
REDUCE THE ENVIRONMENTAL FOOTPRINT OF OUR STORES EVERY TIME WE REFURBISH OR REDESIGN THEM

WHY IS THIS IMPORTANT?
Unsustainable use of raw materials contributes to the depletion of the earth’s natural resources, and the use of energy based on fossil fuels and resulting greenhouse gas emissions, such as CO₂, contribute to climate change. As a global retailer, reducing the environmental impact of our stores is a key part of reducing our overall environmental footprint.

HOW WILL WE REACH THIS TARGET?
We will do a sustainability assessment of the materials used in our stores in order and ensure scores improve when stores are refurbished or redesigned. We will reduce our stores’ energy consumption by utilizing better technology, improved LED lighting, and using more recycled and recyclable materials.

HOW WILL WE MEASURE IT?
We will use the best practice Material Scoring Mechanism and Low Impact Sustainability Tool (LIST) from the Buildings Research Establishment (BRE) to rate the environmental credentials of all our shop fixtures. All of our countries of operation will report twice a year on their store energy consumption and stores’ energy source.

TARGET 11:
DEVELOP AND DELIVER THREE NEW SUSTAINABLE PACKAGING INNOVATIONS

WHY IS THIS IMPORTANT?
Sustainable packaging helps us and our customers to reduce our impact on the environment, by consuming fewer resources during production and increasing recyclability. We will rethink how we package our products by innovating in our packaging design and materials.

HOW WILL WE REACH THIS TARGET?
We will create opportunities to research, develop and launch sustainable packaging materials, both within and outside The Body Shop. We will engage external experts, from academic institutions to inventors, as well as maximising expertise in our own supply chain and L’Oréal Group. We will also harness new technologies and existing technologies in a new context.

HOW WILL WE MEASURE IT?
We will require any packaging innovations we use to deliver improved environmental results.

TARGET 12:
ENSURE THAT 70% OF OUR PRODUCT PACKAGING DOES NOT CONTAIN FOSSIL FUELS

WHY IS THIS IMPORTANT?
The world’s reliance on fossil fuels cannot continue – burning them is a significant contributor to climate change. By reducing, and hopefully eventually eliminating, our use of plastic made from oil, The Body Shop supports the principle of keeping fossil fuels in the ground.

HOW WILL WE REACH THIS TARGET?
We are developing a strategy to reduce our use of fossil fuels in packaging materials. We have already identified and are testing potential opportunities to use plastic made from alternative carbon sources. Using more recycled materials and increasing our use of alternative or natural materials will also help us achieve our target.

HOW WILL WE MEASURE IT?
We have reviewed our existing packaging and understand the amount of fossil-fuel based materials we currently use. We will measure our progress against target every six months and will report the percentage of packaging materials we use by material type, recycled material content, and whether the raw material is from a fossil fuel or alternative carbon source.

TARGET 13:
POWER 100% OF OUR STORES WITH RENEWABLE OR CARBON-BALANCED ENERGY

WHY IS THIS IMPORTANT?
Use of non-renewable energy that produces greenhouse gas emissions contributes to global climate change. To help tackle climate change, businesses around the world need to find renewable solutions for their energy needs, and The Body Shop is no different.

HOW WILL WE REACH THIS TARGET?
In countries where our stores do not currently run on renewable energy, we will do what we can to access renewable energy sources. Where this is not possible because of local market conditions, we will invest in schemes with local partner organisations to balance (offset) our carbon emissions.

HOW WILL WE MEASURE IT?
All our countries of operation will report twice a year on how their stores are powered.

TARGET 14:
REDUCE BY 10% THE ENERGY USE IN ALL OUR STORES *

WHY IS THIS IMPORTANT?
As a business with environmental sustainablility at its heart, we want to jump start our global energy efficiency in the first year of our Commitment. This will help to build momentum and employee engagement around our other environmental initiatives.

HOW WILL WE REACH THIS TARGET?
We have developed guidance to increase efficiencies in our stores through building awareness of energy efficiency and ways of reducing energy use, such as changing light fixtures and adjusting temperature controls.

HOW WILL WE MEASURE IT?
We will track energy use in our stores, by country.

*This target (14) is to be achieved by 2016
Our Enrich Not Exploit™ Commitment consists of 14 targets. It is underpinned by new systems and processes in all areas of our business – including our suppliers, raw materials, people and products – to ensure it drives our actions every day.

Over the past two years we have reviewed, strengthened and streamlined our core policies and systems to monitor and evaluate performance in line with our new strategy. This will help us to achieve our targets and work towards our ultimate aim of being the world’s most ethical and truly sustainable business.

Regular reviews of our performance against clear policies and indicators will help us to make adjustments where necessary – and replicate our successes – to ensure The Body Shop remains a pioneer in sustainable and ethical business.

To give an accurate picture of our impact we are making our environmental and sustainability reporting more comprehensive than ever.

Across all 67 countries of operation, we will measure performance and progress in waste production, water use and energy consumption, including our use of renewable energy.

In addition to internal management reporting, we will publish annual Commitment reports to ensure we are transparent about our business practices and our progress towards our targets. This will also enable others to learn from our knowledge and experience.

**WORKING AS PART OF THE L’ORÉAL GROUP**

To maximise our impact, the Enrich Not Exploit™ Commitment complements L’Oréal Group’s sustainability strategy while harnessing the power and influence of The Body Shop’s global retail structure.

Our Commitment was developed in close partnership with our parent group. It is integrated in L’Oréal Group’s Sharing Beauty With All sustainability strategy and its four pillars: Innovating Sustainably, Producing Sustainably, Living Sustainably and Developing Sustainably.

We will share our experience and learning from our Enrich Not Exploit™ Commitment across the L’Oréal Group as well as The Body Shop family.
THE COMMITMENT IS A COLLECTIVE ENDEAVOR BY THE WHOLE THE BODY SHOP FAMILY. WE HAVE WORKED HARD TO ENSURE THAT OUR COMMITMENT RESONATES WITH COLLEAGUES AND CUSTOMERS ALIKE, AS WE CANNOT DO IT WITHOUT THEM

Enrich not Exploit
(It’s in our hands)

We are delighted that a survey among more than 500 of our office employees has given very positive feedback on our new Commitment. When we shared the Enrich Not Exploit™ Commitment with 1,000 members of our customer research panel from around the world, they found it inspiring, honest and a good reflection of what makes The Body Shop unique and respected.

“Enrich Not Exploit is simple and straightforward. It emphasises respect for the environment and for human beings.”
THE BODY SHOP CUSTOMER, BRAZIL

But that is just the beginning and we will continually engage and inspire colleagues and customers around the Commitment and will listen to their views and ideas. Employees will have access to booklets and factsheets to keep them informed and help them spread the word. They will also have opportunities to hear inspiring speakers and to question senior managers about specific aspects of the Commitment in informal settings. We are also organising regular events such as workshops and conferences to make sure that store employees and franchisee’s are fully involved in the Commitment.

Alongside this, we will of course share success stories and learning points about our

“Enrich Not Exploit stands for giving – to society, environment, animals or people. It has a lot of heart.”
THE BODY SHOP CUSTOMER, SINGAPORE

specific campaigns, activities and progress towards achieving our Commitment online and via social media.
OUR
ENRICH NOT EXPLOIT™
COMMITMENT
WILL INFLUENCE
EVERYTHING THAT
THE BODY SHOP
DOES, EVERY DAY, ALL
OVER THE WORLD.

The Enrich Not Exploit™ Commitment is the first step on the journey to achieving our aim—each small step by each of our colleagues and customers will help, from making minor changes to their consumption patterns and behaviour to finding innovative environmental solutions and backing our campaigns.

Our Commitment will be driven by engaging with key stakeholders across the world, notably with the Future Fit Foundation as we continue to explore and learn how to effectively apply the 7 goals of sustainable development to our business, as well as the University of Brighton and the Cambridge Institute for Sustainability Leadership.

Each year, we will publish a Commitment report to update internal and external stakeholders on The Body Shop’s progress towards our 2020 targets and our pledges. We will outline our performance against key indicators and will share lessons learned.

THE JOURNEY STARTS NOW. TOGETHER WE CAN MAKE IT.
AREAS OF THE WORLD

As at end of 2015, The Body Shop operates stores in the following areas of the world:

ANTIGUA
AUSTRALIA
AUSTRIA
BAHRAIN
BELGIUM
BERMUDA
BOTSWANA
BRAZIL
BRUNEI
CANADA
CZECH REPUBLIC
DENMARK
EGYPT
ESTONIA
FINLAND
FRANCE
GERMANY
GREECE
HONG KONG
HUNGARY
ICELAND
INDIA
INDONESIA
IRISH REPUBLIC
ITALY
JAPAN
JORDAN
KOREA
KUWAIT
LATVIA
LEBANON
LITHUANIA
LUXEMBOURG
MACAU
MALAYSIA WEST
MALTA
MEXICO
MONACO
MOROCCO
NAMIBIA
NETHERLANDS
NEW ZEALAND
NORWAY
OMAN
PAKISTAN
PHILIPPINES
POLAND
PORTUGAL
QATAR
ROMANIA
RUSSIA
SABAH (MY EAST)
SARAWAK (MY EAST)
SAUDI ARABIA EAST & CENTRAL
SAUDI ARABIA WEST
SINGAPORE
SOUTH AFRICA
SPAIN
SRI LANKA
SWEDEN
SWITZERLAND
TAIWAN
THAILAND
TURKEY
UNITED ARAB EMIRATES
UNITED KINGDOM
USA
VIETNAM

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