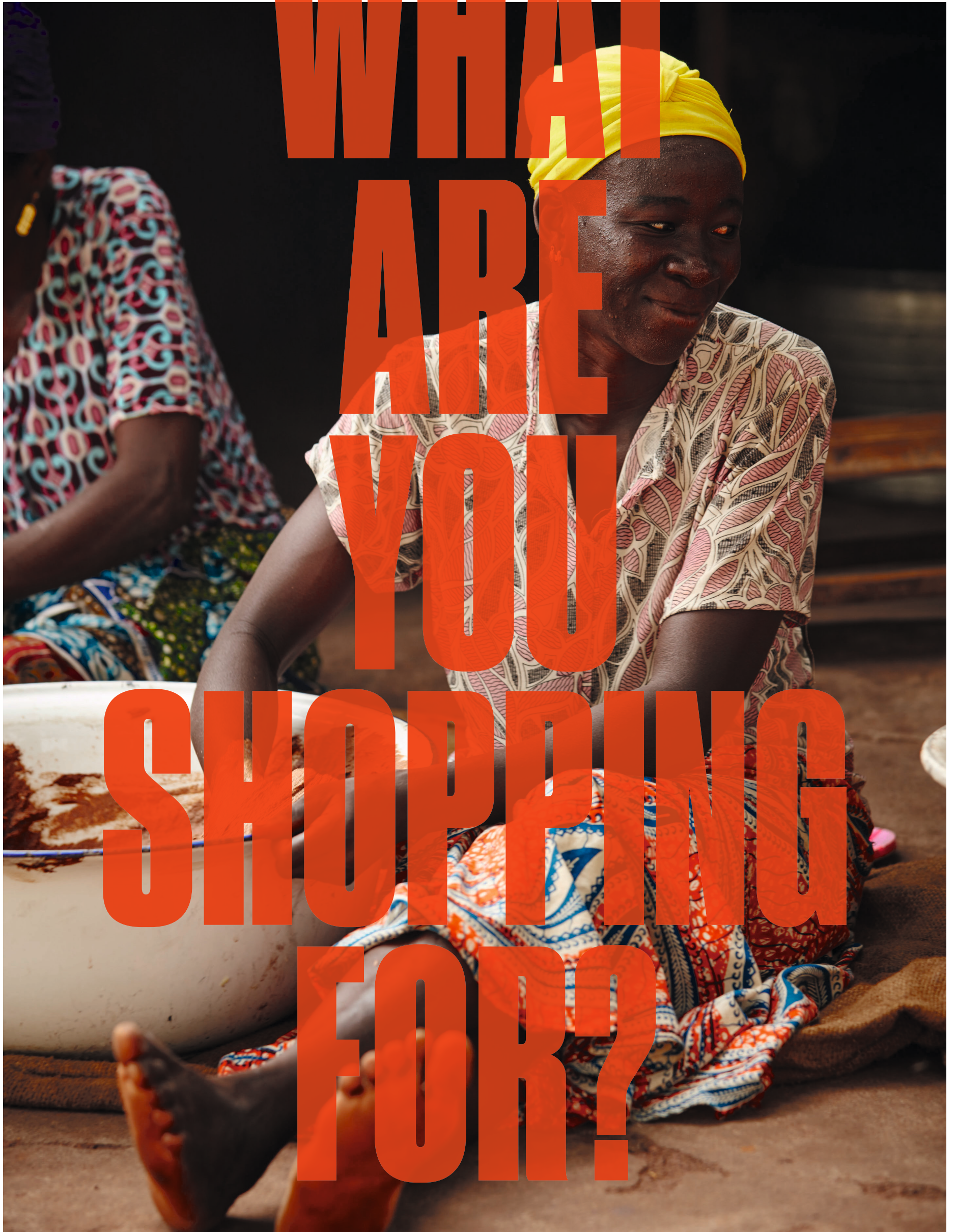


THE BODY SHOP

A free publication celebrating the social impact of Community Fair Trade

# NEW TIMES

INDIA NEPAL MEXICO NICARAGUA GHANA BRAZIL PERU ITALY NAMIBIA BANGLADESH RWANDA SAMOA SPAIN KENYA



# STORIES FROM THE CHANGE

Lottie Dalziel and Laura Wells weigh in on what it takes to have a more conscious Christmas – and the good news is there’s no need to be a scrooge.

## 5 steps to a more conscious Christmas



By Lottie Dalziel  
@lottiedl

The sleigh bells are ringing, Christmas is almost here! But there’s no hiding it, this can be a particularly harmful period for the planet. Pair the 150,000km of wrapping paper Aussies use each year with the millions of unwanted presents plus the new frocks, frivolous festivities, plastic consumption, well just overconsumption in general. But still, I love Christmas. I put my tree up in November and have had Christmas carols blaring since July. Yes, I am that person. I believe that you can still live sustainably and be jolly! Like everything, it’s all about balance.

1. Gift with purpose: my favourite presents are experiences, give unforgettable memories.
2. Wrap right: reuse newspaper and use as little sticky tape as possible or better

yet use the Japanese furoshiki method for something a little bit special.

3. Party wise: make your next gathering BYO cutlery, this means less waste (and washing up!).

4. Question time: Think consciously about your purchase, who made this item? What is it made from? And where will it end up? Look for brands with a positive social and environmental impact.

5. Made with love: give a DIY gift with some extra TLC. My favourites are handmade beeswax wraps or a jar of caramelised onions. It is a particularly hard time of year, do what you can and remember that is enough. If we all make small changes together it will make a big difference.

Lottie is the founder of Banish and 2023 NSW Young Australian of the Year.

## An ethical Christmas... is it even possible?



By Laura Wells  
@iamlaurawells

The silly season is rife with excess. The overconsumption of food, unwanted gifts and the waste generated from packaging, wrapping and uneaten goodies means Australia generates up to 50% more waste at Christmas. And all this waste contributes to climate change! Yikes.

So how do we balance our desire to give with being more ethical? For me, it’s all about gifting with purpose and thinking about the production and end of life of my gift.

How was it made?  
Where will it end up?  
How long can it be used for?  
Is it biodegradable?  
Do they really need it?

These questions can lead you to more ethical and sustainable gifting, or even

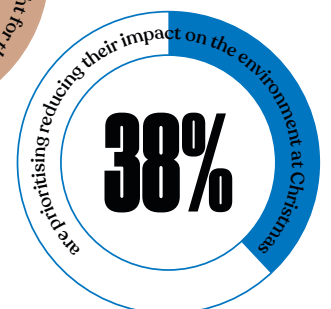
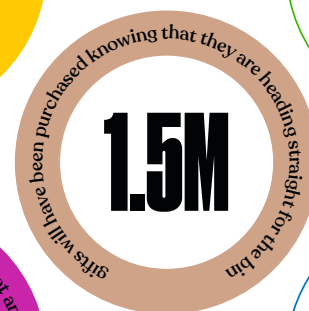
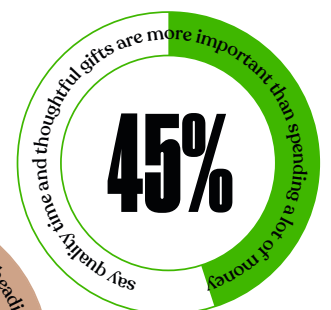
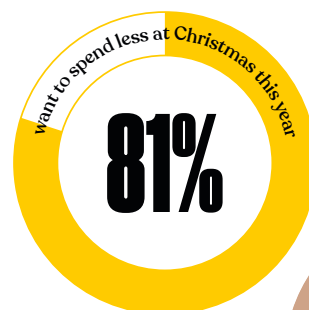
switching physical gifts for experiences and time spent together. Being aware at Christmas is vital to keep our planet healthy, support people around the world and supporting businesses doing great things for your future.

Laura is an environmentalist, presenter and model passionate about facilitating climate change action.

## THE SEASON FOR THOUGHT

New research commissioned by The Body Shop in Australia and New Zealand has unboxed Christmas and confirmed what we’re all feeling. With inflation at 7.3% and wages flat as a tack – it’s time for a more thoughtful Christmas.

And it’s not just because money is tight. As these stats show, a considered gift that the receiver will actually enjoy, contributes to fair working conditions and won’t end up in landfill is a gift to all of us on some level.



# A GLOBAL COMMUNITY

Extensive and impactful, The Body Shop's Community Fair Trade program spans the globe.



**1. ORGANIC ALOE VERA**  
COUNTRY: MEXICO  
SUPPLIER: MEXI ALOE

**2. ORGANIC OLIVE OIL**  
COUNTRY: ITALY  
SUPPLIER: NUOVO CILENTO COOPERATIVE

**3. WOODEN MASSAGERS & TEXTILE BAGS**  
COUNTRY: INDIA  
SUPPLIER: TEDDY EXPORTS

**4. HANDMADE PAPER PRODUCTS**  
COUNTRY: NEPAL  
SUPPLIER: GET PAPER INDUSTRY (GPI)

**5. ORGANIC ALMOND OIL & MILK**  
COUNTRY: SPAIN  
SUPPLIER: MANAN

**6. SESAME OIL**  
COUNTRY: NICARAGUA  
SUPPLIER: JUAN FRANCISCO PAZ SILVA COOPERATIVE

**7. BRAZIL NUT OIL**  
COUNTRY: PERU  
SUPPLIER: CANDELA PERU

**8. SHEA BUTTER**  
COUNTRY: GHANA  
SUPPLIER: TUNGTEIYA WOMEN'S SHEA BUTTER ASSOCIATION

**9. MANGO SEED OIL**  
COUNTRY: INDIA  
SUPPLIER: MANORAMA

**10. ORGANIC BABASSU OIL**  
COUNTRY: NAMIBIA  
SUPPLIER: EUDAFANO WOMEN'S COOPERATIVE

**11. MORINGA SEED OIL**  
COUNTRY: RWANDA  
SUPPLIER: ASILI NATURAL OILS

**12. TEA TREE OIL**  
COUNTRY: KENYA  
SUPPLIER: KUTOKA ARDHINI

**13. RECYCLED PLASTIC**  
COUNTRY: INDIA  
SUPPLIER: PLASTICS FOR CHANGE

**14. ORGANIC VIRGIN COCONUT OIL**  
COUNTRY: SAMOA  
SUPPLIER: WIBDI (WOMEN IN BUSINESS DEVELOPMENT INC)



# WHAT ARE YOU SHOPPING FOR?

Considering the impact  
of your Christmas shopping can  
have far-reaching effects.



Have you felt that jolt of gladness when someone reacts with real joy to a gift you have given them? The act of giving can make you feel so good, it can actually lower your blood pressure. But not all gifts are created equally, and not all gifts are as thoughtful as they appear. Some gifts dazzle us with their must-have allure, but are harmful in very real ways. They contribute to landfill, harm animals, enable poor working conditions and more.

As consumers demand more of businesses, it's tempting for many to make big claims or find ways to pay lip service to the very real environmental and human impacts producing and selling any product has. Hardly a day goes by without a headline about a business that's been found out by increasingly savvy consumers. On the other side of the coin, are businesses taking a holistic approach to how they operate, considering supply chain, sourcing, packaging, how the product is disposed of, and everything in between.

## Giving a hand up, rather than a hand out

The Body Shop is a pioneer in this way of doing business. Founder Dame Anita Roddick set the bar high with a business model that relies heavily on sustainable, ethical and mutually

beneficial business partnerships around the globe. In developing the company's Community Fair Trade program in 1987, Roddick created a cascading ripple of benefits from the shopper all the way to how people live and work all around the world.

The cascade starts with high-quality, ethical and sustainable ingredients and packaging made by skilled artisans using traditions and methods sometimes hundreds of years old. In return for the highest quality of products, locals are paid a fair price, women are treated equally, girls are protected and community projects and services such as education, childcare, healthcare and safe water are initiated and managed by empowered locals.

The program is underpinned by long-term trade partnerships, many of which have been in place for decades and are all direct relationships with The Body Shop. This enables the company an authentic and personal connection to producers and suppliers, their families and communities all over the world.

Lee Mann, Head of Community Fair Trade at The Body Shop, explains how deeply embedded the program is in their business "Anita Roddick said 'If you can't hear the voice of the farmer in everything that you do, then what you do is wrong'.

In this regard, I have Anita sitting on my shoulder reminding me that when we



make decisions that are right for our customers and our business, we must also consider how those decisions

will affect our Community Fair Trade partners. This is a daily reminder to bring their perspectives and knowledge into the boardroom discussion." It's never been more important to look beyond what companies say, at what they do. And the power is in our hands.

## Three key questions

Who made it, and were they paid fairly?  
How were the ingredients or materials sourced?  
How long will this item last?

## Five minutes of research

You're not on your own. Fantastic resources abound for helping you find out what's real and what's lip service. B-Lab Australia & New Zealand has a global directory of certified B Corps.

### **bcorporation.com.au**

Website good on you rates fashion brands across multiple factors and breaks down their claims and certifications in a simple, visual way.

### **directory.goodonyou.eco**

And a quick online and social media search will always help.

**TOP RIGHT:** Moringa Seed Oil, Rwanda

**OPPOSITE:** Tungteiya Women's Association, Ghana

# WORD ON THE STREET

We can tell you about positive impacts all day, but here are some words from a few of The Body Shop's Community Fair Trade Partners who are living it.



"My children go to a local school. When I was young, we only went to school for a few years. Today the education in our villages is much better. I want my children to do well at school and become independent."

Anju Lata,  
Manorama Industries,  
India



Bina Sunwar faced a difficult life once her husband left her after having three children. With the support of scholarship program of Get Paper Industry, she managed to send her daughters Maya and Mamta to school. They are now in their 30's and both doing well and working in successful careers.

Bina Sunwar,  
Get Paper Industry,  
Nepal



"Since being able to earn money through the sales of Shea butter to The Body Shop I have been able to buy good food and so I have improved my health and been able to bring up seven healthy children."

Madam Afishetu Yakabu,  
Tungteiya Women's Association,  
Ghana



"I feel Teddy is a safe workplace for the females, women who work here gain confidence and courage and lead their life happily. I am very grateful to Teddy Exports."

Mrs Murugeswari,  
Teddy Exports,  
India

# BUSINESS FOR GOOD IS GOOD BUSINESS



**“If you think you’re too small to have an impact, try being in a room with a mosquito.”**

**Dame Anita Roddick struck a nerve back in 1976 when she opened a small beauty shop that from the get-go took a stand for the environment and human and animal rights.**

Though one of the first, today The Body Shop is in good company when it comes to businesses using their heft and might to be a force for good. And for good reason.

Recent research conducted by research agency Fiftyfive5 showed close to 80 per cent of Australians think businesses should use their influence to affect social and workplace inequality. Michelle Newton,

Director, Cultural Forecasting added “If brands, and the companies behind them are not authentic, transparent and committed in not only what they say, but importantly what they do for the betterment of society, consumers will not support them.”

In the wake of COVID, bushfires, floods and facing hard economic times – the pressure on brands to instigate change is increasing at high velocity. Fed up

waiting for governments to keep step with progressive legislation, people are turning their attention to business to do the job their leaders can’t, (or won’t), due to red tape or fear of losing power.

The business world is way more agile than governments, and in many cases, more able to generate publicity and funds. People are more enlightened and emboldened than ever to use

every lever they can to make change. They don’t care whether brands are mosquitos or whales as long as their actions are true and have our backs.

And those not along for the ride in a genuine way could be looking at hard times ahead.



THE BODY SHOP

## GIFTS THAT GIVE BACK

Scan the QR Code to join our collective and receive your exclusive offer.



# GIFTS THAT REALLY MAKE AN IMPACT

100% of The Body Shop's gift range supports their Community Fair Trade Partners around the globe.



## THE GIFT OF WONDER

From the contents to the handwoven, reusable gift basket, this gift brings joy to more than one special person by supporting multiple Community Fair Trade partners who helped The Body Shop make it.

**\$50 AUD \$75 NZD**



## NUTTY & NOURISHING SHEA ESSENTIALS GIFT

Treat someone with very dry skin to this indulgent Nutty & Nourishing Shea Essentials Gift set, including handcrafted Community Fair Trade shea butter from Ghana.

**\$45 AUD \$63 NZD**



## HEMP & A HUG BODYCARE GIFT

Treat ultra-dry skin from top-to-toe this Christmas with this wonderfully hydrating Clean & Comfort Hemp Gift set, enriched with hemp seed oil that benefits the environment and works wonders on skin.

**\$80 AUD \$115 NZD**



## FRESH & FESTIVE EDELWEISS SKINCARE GIFT (VEGAN)

Edelweiss is your new secret weapon for skin that looks stronger and smoother. Enriched with Community Fair Trade moringa seed oil from Rwanda, this gift helps ensure a sustainable income for farmers.

**\$120 AUD \$160 NZD**



## FLORALS & FROST WHITE MUSK BIG GIFT

The perfect gift for a floral fragrance lover, this gift set will love their body from head-to-toe. The fragrance card inside is handmade by Community Fair Trade partner, Get Paper Industry (GPI).

**\$80 AUD \$120 NZD**



## BODY BUTTER (VEGAN)

Enjoy The Body Shop's iconic body butter in this seasonal scent of juicy orange, warm vanilla and nutty cinnamon. Made with 97% ingredients of natural origin and including Community Fair Trade shea butter sourced from Ghana.

**\$29 AUD \$41 NZD**



## UNWIND & REST SLEEP INTRO GIFT (VEGAN)

The perfect little something for some rest and relaxation this festive season. The Hair & Body Wash and Bedtime Balm are enriched with Community Fair Trade organic olive oil from Italy that helps support farmers with income opportunities.

**\$60 AUD \$80 NZD**



## PACK OF 3 AMNESTY INTERNATIONAL GIFT TAGS

100% of proceeds from these tags featuring Rhyia Dank's artwork 'All The Little Things' go to Amnesty International, who are working to challenge injustice and uphold the rights of Aboriginal and Torres Strait Islander children.

**\$5 AUD**

Visit [thebodyshop.com.au](http://thebodyshop.com.au) to shop gifts that give back

This Christmas, don't just give a gift. Make an impact. These Australian and New Zealand B Corps and their products help provide social, environmental and economic change and support for marginalised communities.



## T2

Sustainably sourced, delicious tea in unexpected and delicious blends all wrapped up in fun, beautiful packaging.

**t2tea.com**



## CLOTHING THE GAPS

Ally-friendly and mob-only merch for those who want to wear their values on their tee.

**clothingthegaps.com.au**



## OUTLAND DENIM

An Australian denim brand that's rebelling against the human and environmental impact of fashion by uplifting people and planet.

**outlanddenim.com.au**



## BOODY

Undies, sleepwear and basics for everyone - even Jane Goodall. Boody is reducing waste in manufacturing, using every part of the bamboo plant in their fabrication, and giving back 1% of their profits to the planet.

**boody.com.au**



## BRICK LANE BREWING

Grab a mystery case, a discovery case, build your own gift, or order a subscription for your beer loving buds.

**bricklanebrewing.com**

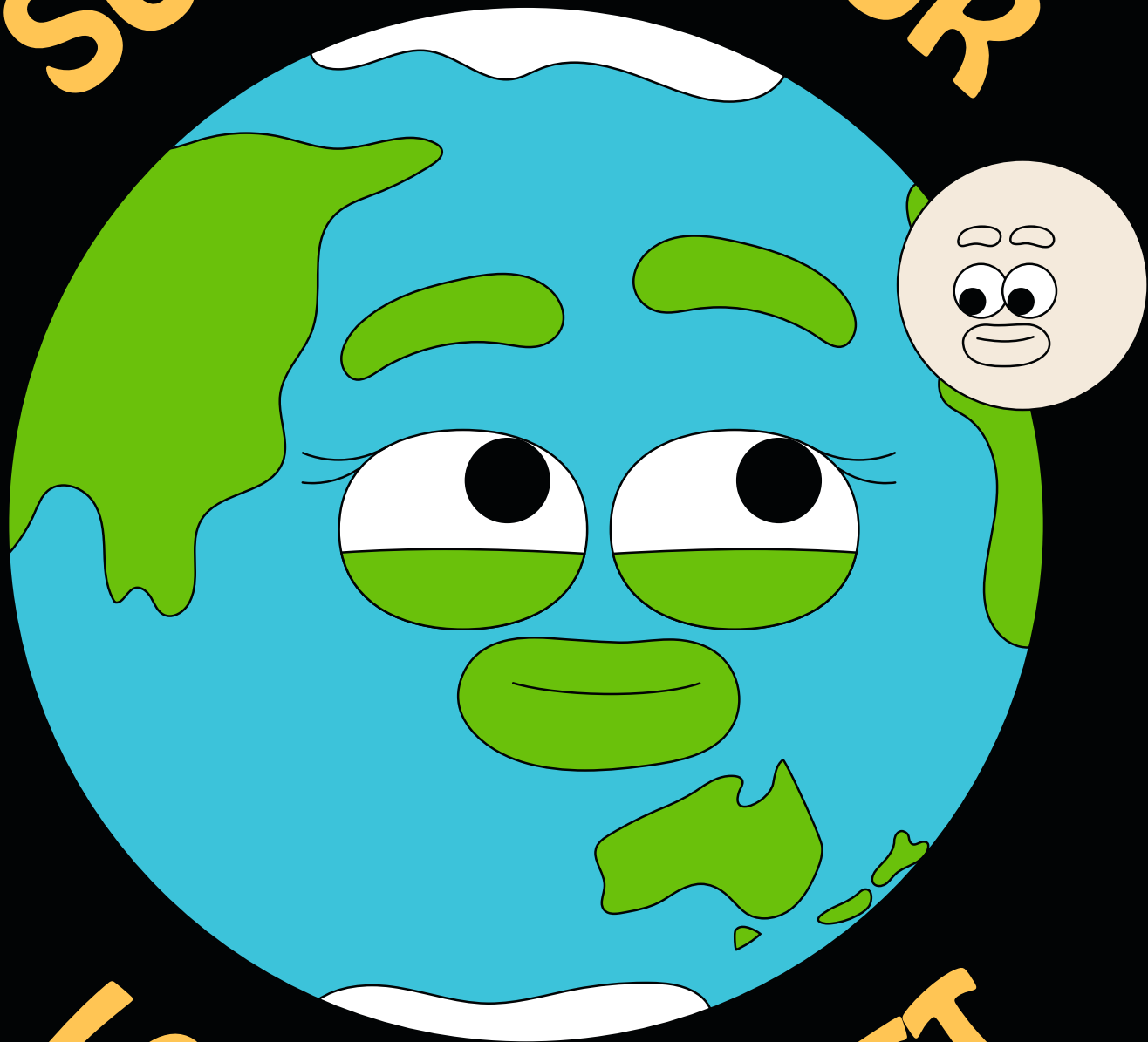


## MARKET LANE

Nab the coffee lover in your life a monthly subscription of sustainably, respectfully and responsibly sourced and roasted coffee so they never run out of great beans again.

**marketlane.com.au**

SUPPORT YOUR



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