

THE BODY SHOP IN NATIONWIDE SEARCH TO FIND 'HEARTMAKERS'

Wednesday 2 October, 2013

The Body Shop UK launches a nationwide campaign today (2nd October 2013) to find five inspiring ambassadors called 'Heartmakers' to represent the ethical retailer's core values and bring its brand mantra 'Beauty With Heart' to life.

The social media driven campaign asks customers and fans to choose one of the five core values of the brand (Against Animal Testing, Support Community Fair Trade, Activate Self Esteem, Defend Human Rights and Protect the Planet) and submit their application via a personalised postcard through a Facebook app, explaining why they are passionate about that particular value.*

The Body Shop Social Media Manager, Rowan Stanfield says: "We're looking for five unique individuals who embody (our brand mantra) 'Beauty with Heart' and can demonstrate their commitment to one of The Body Shop core values. We hope that these 'Heartmakers' will be able to get under the skin of the brand and inspire others to be activists in the areas that we care about the most. They'll also get to have some fun with us, trying new products and coming to our launches and events."

The Heartmakers judging panel includes Jo Holley from Glamour Magazine and Michelle Thew from Cruelty Free International, as well as representatives from The Body Shop Values and Community Fair Trade teams and The Body Shop Foundation. The five successful 'Heartmakers' will each receive a hamper of The Body Shop cruelty-free products, as well as have the chance to review and trial new products, attend launches and other VIP events, write guest blog posts for The Body Shop blog and newsletter and receive a one-year subscription to Glamour magazine.

The Heartmakers campaign will run for six weeks, launching on 2nd October and with applications open until 16th October. Visit <http://www.facebook.com/TheBodyShopUK> for more information.

--ends--

Notes To Editor:

*The Heartmakers campaign will be in two stages:

First Stage: The application process

Applicants will be required to:

- Select one of the five The Body Shop core values which means the most to them and write a short (140 character) summary on why
- Create a personalised and sharable postcard showing what the selected value means to them
- Enter their personal details

Second Stage: The Shortlist

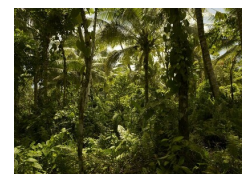
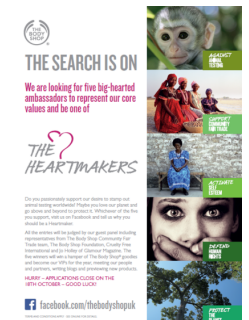
- 15 entries will be shortlisted by a committee made up of relevant teams from The Body Shop, and their brand partners including Cruelty Free International and Glamour magazine
- The 15 shortlisted postcard entries will appear within the Facebook app, alongside details of the entrant.
 - Fans will then be given the chance to vote for the five final winning Heartmakers who they feel most embody the value and who show Beauty with Heart.

A key part in the selection process will also look at the Heartmakers' writing skills and passion for their selected value i.e. Against Animal Testing. Entrants will be asked to provide links to their Twitter feeds or blogs as well as any additional information that they can give us about what their value means to them and how they currently spread the word.

About The Body Shop

For us, beauty is much more than just skin deep. It's about feeling good and doing good, too. We make our products with love and care. We source some of the finest raw ingredients from the four corners of

Media:



Related Sectors:

Retail & Fashion :: Women & Beauty ::

Related Keywords:

Competition :: Ambassador :: Social Media :: Campaign :: Beauty :: Animal Rights :: Human Rights :: Self Esteem ::

Scan Me:



the globe. We harness the skills of artisan farmers and add our expertise to create effective products that are wonderful to use. We trade fairly so communities benefit as well as you. We never test on animals, and all our products are 100% vegetarian. We campaign with passion on issues close to our heart, because activism is in our blood. We always keep people, animals and the planet in mind. So when you shop with us, you are choosing BEAUTY WITH HEART.

Company Contact:

Contact Details Unavailable.

[View Online](#)

Additional Assets: