

JUNE/JULY 2020

ISSUE 01

LOVE YOUR BODY™

MORE THAN BEAUTIFUL COMMUNITY

WHAT'S NEW!

Discover the latest
range available
that's perfect to
complete your
daily skincare
routine

SERIOUSLY
COOL & FRESH
ISSUE

BE INSPIRED!

Datin Mina Cheah-Foong
shares her views on pivoting
in this new normal

YOU NEED TO KNOW!

Learn more about The Body Shop Malaysia's
Closing The Loop Campaign

THE BODY SHOP®

THE BODY SHOP®

COOL CUCUMBER & ZESTY LEMON

REFRESH YOUR BODY WITH THE LATEST SPECIAL EDITION
BODY CARE RANGE NOW AVAILABLE IN STORES!

ARE YOU FEELING THE HEAT? ARE YOU FEELING THE HEAT?

Get ready to get your chill on in our humid warm weather with our seriously light and refreshing body care that keeps you cool and smelling fresh.

Chill out and stay icy cool with our Cucumber range, led by our hero Cool Cucumber Body Yogurt. It's lightweight texture, super-fast absorption and instant cooling effect makes it perfect for our warm weather.

Need a quick refresh? Wake your body up with the invigoratingly refreshing Zesty Lemon body quenchers. With the freshest fragrance and textures around.

In addition to that, our **Cool Cucumber and Zesty Lemon** range is 100% vegan whilst sustainably made with wonky cucumbers and lumpy lemons. They are not perfect, but we love them in any shape and size to create less waste.

Aside from body yogurts, our two ranges also include essentials such as body butter, body scrub, hand cream and shower gel.

Don't miss the chance to get your hands on the special edition Cool Cucumber and Zesty Lemon ranges and pamper your skin with the iciest chill and invigorating skincare routine EVERRR!

NOW AVAILABLE
IN STORES
AND ONLINE.



WHAT'S ON MINA'S

Datin Mina Cheah-Foong is the managing director of InNature Berhad and The Body Shop Malaysia.

MIND? MIND? MIND?



Pivot...the new buzz word that's on my mind a lot. Nothing is the same, and there are no tried and tested methods for us to deal with the situational reality of Covid-19. The new signature sign off is now "stay safe" or "keep healthy". With a little bit of luck and a LOT of handwashing and sanitizing, we may all continue to keep healthy. The luck part is that no one accidentally coughs your way, hence the importance of keeping a mask on if you're the least bit unwell. And since there is no way of knowing who is unwell, the best is to also keep our masks on when out and about in public.

Our business too has had to pivot. We've issued PPEs (another new acronym that is now widely understood during this pandemic) to all our team members. We have been encouraging customers to use the hand basins in our stores that have them, as well as hand sanitisers that we've provided in stores too. We dispense Tester samples as if we are doling out food ingredients. We have moved product demos to our digital screens to minimise skin to skin contact. We wipe down all contact surfaces after each encounter. We are even bringing back The Body Shop Mango Hand Sanitisers to our portfolio. Let's just say that our Occupational Health & Safety Manual has had a major update!

Nothing has pushed us all into the Digital Age as fast as COVID-19. Thank goodness for our ecommerce ability. So MANY people went shopping online for the very first time. Kudos to them for pivoting! Throughout the lockdown, digital was key to keeping a semblance

of normalcy. We could still see and speak to our friends and family albeit virtually. Business meetings quickly shifted online. We all became TikTok experts and online influencers with our very own social media groups.

It wasn't a nuclear bomb or a meteor strike that has brought our world almost to a standstill. It was a tiny minute organism – Covid-19. Is this Nature telling us to invest more into healing ourselves? Covid-19 is very dangerous for the old and the frail; the ones with underlying health issues.

“
**Our ancient jungles are fragmented and frail,
our rivers are polluted, and our oceans are
full of plastic.**

**Our air, water and food sources are
under tremendous stress.**”

Is being able to pivot part of Darwinian theory? I think yes. This is a chance for humanity to reset and refocus our resources on what is truly important. Fresh air from our forests, clean water from our rivers, nourishing food from our earth. Let's pivot to be better custodians of our Planet than we have been. We do this for ourselves, for our children, for our future.

WHAT AM I GRATEFUL FOR...

SAVE,
WRITE &
SHARE

10 ^{Most} THANKFUL _{Moments}

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

5 LIFE LESSONS _{I've Learnt From}

- 1.
- 2.
- 3.
- 4.
- 5.

5 PEOPLE _{I'm Grateful For}

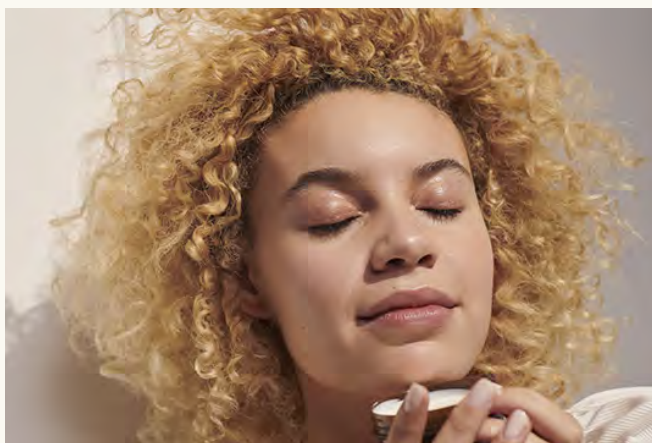
- 1.
- 2.
- 3.
- 4.
- 5.

BEST MOMENTS _{Of The Month}



TIME TO CARE TIPS!

It's hard to relax in times of stress. And it doesn't always come naturally to everyone. Stress can be caused by a number of things – work, finances and situations that are out of your control. Whatever it is that causes you stress, it's important to try take a step back, relax and centre your thoughts. Whichever way you like to find peace in times of stress, here are some of our top tips on how to relax.



CREATE A BEDTIME RITUAL

A healthy sleeping habit is extremely important in improving your mood and mental health. Poor sleeping patterns and lack of sleep can often be linked to stress, anxiety and irritability. By creating and following a bedtime ritual, your body will start to feel less tense and your mind will feel a lot clearer. And don't forget to spritz some **French Lavender Pillow Mist** too!

MOVE YOUR BODY

One of the best ways to overcome stress is to get your body moving and to get your blood pumping. Exercise is known for releasing endorphins – or the 'happy hormone' as we like to call it – the feeling of satisfaction and relaxation after a great workout.

FIND YOUR ZEN WITH A SIMPLE BREATHING EXERCISE

Lie flat on your back and place both hands on your stomach. Breathe in through your nose, counting to four as you do. Feel your stomach rise. And exhale. Breathing out through your mouth, counting to four as you do. Feel your stomach fall. Repeat until you feel calm and relaxed and until your heart rate calms down.

RELEASE SOME TENSION

Make time to pamper your skin. Set the ambience just right by lighting that candle you were saving for a special occasion, dim the lights and put on some chilled music. After your bath, treat your skin to some nourishment with a rich **Body Butter** or **Body Yogurt**. Not only will they make your skin feel smooth, but you'll also smell great. An excellent pick-me-up.



TO EASE YOUR SHOPPING TROUBLES, HERE ARE SOME GREAT ALTERNATIVES TO GOING OUT SO THAT YOU CAN STAY INDOORS



TELE ORDER

We're offering premium service for personal consultation and express delivery or self pick-up through call or WhatsApp!

More information at:

WWW.THEBODYSHOP.COM.MY/PREMIUM-SERVICE-DELIVERY



SHOP ONLINE

Browse and shop online with us at

WWW.THEBODYSHOP.COM.MY



CLICK & COLLECT

Simply fill in our form to place your order and select your preferred store! Orders can be collected between 11 a.m.-7 p.m.

Log in and place your order at :

WWW.THEBODYSHOP.COM.MY/CLICKCOLLECT

WHAT'S NEW NEW NEW



FACE MASK MAKEUP TIPS



It's good to be safe and wear your face mask when you're out and about, but show your eyes some love with the right makeup looks. We've got you covered; our beauty experts share three tips for you to get that perfect eye makeup look for when you have to step out of your home.

- 1 If you're always wearing a blue mask, opt for **eye shadows** in shades of pink, purple, blue or dark green.
- 2 Use a **highlighter** to highlight above your eye crease, then use lighter, brighter colour on eye lids evenly. Lastly, use a darker shade and blend into the crease of your eyes. Don't forget your **eye liner** and **mascara** too. To make your eyes pop add a touch of a darker shade at the lower lashes; just at the outer corner of your eyes.
- 3 Seal it all together with a with a spritz of **Rose Face Mist** to keep your skin hydrated.

To easily remove your eye makeup, use the gentle **Chamomile Water Proof Eye & Lip Make Up Remover!**



SUPERFOOD HAIR & BODY MIST

A mist that's powered with superfood goodness you don't want to miss out on. The new **superfood hair & body mists** comes in five variants that's surely going to boost your mood instantly. Infused with goodness from Lime & Matcha, Pomegranate and Red Berries, Coconut & Yuzu, Apricot & Agave and Pink Pepper & Lychee, these mists are made 100% Vegan. Just spritz away to enjoy a long-lasting scent and mood booster.



Zzz...

PEACEFUL SLEEP EVERY NIGHT

The **French Lavender Pillow Mist** is infused with lavender essential oil, from beautiful Provence, France. Simply spritz on your pillow, close your eyes, breathe in... and sweet dreams.



DID YOU KNOW?
The relaxing powers of lavender are legendary, particularly renowned in France. In the 14th century, King Charles VI demanded pillows filled with lavender to soothe him to sleep. The new French Lavender Pillow Mist will be your new bedtime secret – don't sleep on it, share it!



FATHER'S DAY TREATS!

It's time to celebrate Dad and there's no better way than to send him some goodies from The Body Shop. You can show your dad how much he means to you by sending him a special gift.

We've also made sure you can treat Dad with more than one gift, so when you purchase any two men's products you will receive 10% off your purchase. So why wait, get Dad a gift today and show him how much he means to you.

PSST... NOT SURE

WHAT DAD LIKES?



Head over
WWW.THEBODYSHOP.COM.MY
to and get him our e-gift voucher instead
This way, Dad can pick his own favourite
The Body Shop product himself.

THE BODY SHOP® LEND A HAND CAMPAIGN

We give thanks and gratitude to all the doctors, nurses, and healthcare providers who have shown amazing courage and tenacity on the frontlines fighting against the Covid-19 pandemic that we're facing today.



THANK YOU



As a gesture of our appreciation, we together with our customers we gifted front liners with The Body Shop hand creams.

We hope that these hand creams will help nourish their hard-working hands when they can finally rest.

The hand creams were delivered to various hospitals across Malaysia to ensure that as many front liners get to feel appreciated during these tough times.

The hand creams were funded by the proceeds raised through our Kick The Bag Habit*.

For we are in this together.

#TimeToCare

A little kindness makes a big difference.

*Under our Kick The Bag Habit campaign, each customer at The Body Shop Malaysia stores who require a paper bag would be charged RM0.50; and funds collected will be channelled towards our activist campaigns.

COMMUNITY FAIR TRADE STORY

COMMUNITY FAIR TRADE RECYCLED PLASTIC FROM INDIA

Our Community Fair Trade recycled plastic is sustainably sourced from Plastics For Change in Bengaluru, India. Our trade will help empower the waste pickers we support with a fair price for the waste they collect and access to more sanitary working conditions.



WE AIM TO BUY
250 TONNES
OF COMMUNITY FAIR TRADE RECYCLED PLASTIC

ENRICH PEOPLE

The majority of India's waste pickers are Dalits, previously known as 'untouchables'. These women and men have limited rights and virtually no visibility in society. They form a critical line of defence in stopping plastic from entering our rivers and oceans, yet they are vulnerable to discrimination, exploitation, poor living and working conditions.

Over the next three years, we aim to help empower up to 2,500 waste pickers in Bengaluru. They will receive a fair price for their plastic and access to better working conditions. We've partnered with Plastics For Change and local non-governmental organisation, Hasiru Dala, who are fighting for equality for waste workers by enabling access to occupational identity cards, education, financial and healthcare services. Together, we are striving to give these environmental entrepreneurs the respect and recognition they deserve.

ENRICH THE PLANET

Over 3 billion people worldwide live in countries without formal waste management – that's almost half the planet's population. This has created an informal waste picking economy.

In India, almost a third of waste is uncollected. India alone has an estimated 1.5 million waste pickers who work tirelessly to collect and sort over 6,000 tonnes of plastic every day that could otherwise pollute rivers and oceans. By sourcing Community Fair Trade recycled plastic, we're not just helping empower people – we're putting this abundant resource of recyclable plastic that already exists to good use. Plastic can be sustainable when used responsibly and given value, so we need to show love for the plastic that we do use.

WHAT WILL WE DO
WITH THE RECYCLED
PLASTIC WE BUY?

We've started using our Community Fair Trade recycled plastic in our 250ml Shampoo and Conditioner bottles.***

ENRICH OUR PRODUCTS

We aim to purchase 250 tonnes of Community Fair Trade recycled plastic to use in nearly 3 million 250ml haircare bottles. These bottles will be made with 100% recycled plastic with 15% Community Fair Trade recycled plastic, excluding our black bottle caps. The plastic is rigorously cleaned and tested to food grade standards. We will increase the amount of Community Fair Trade recycled plastic used over time. This marks the start of a wider ambition. Over the next three years, we aim to purchase over 900 tonnes of Community Fair Trade recycled plastic to introduce to all our PET plastic packaging.

WE AIM TO HELP EMPOWER
2,500 WASTE PICKERS
FROM BENGALURU, INDIA,
IN THREE YEARS



After our plastic is collected and sorted in waste segregation centres, it is cleaned, compressed into bales and transported to Europe where it is converted, rigorously cleaned and sterilised. The resultant resin is tested to food grade standards and is then converted into granules and recycled back into our bottles. In the future, we want to buy even more Community Fair Trade recycled plastic from our partners so we can use it in more of our product packaging and strive to be even more sustainable.

We know we've got a long way to go, but don't worry. This is just the start of our Community Fair Trade partnership and our commitment to tackling the plastic crisis.

Who knows what we can achieve together next?

***100% recycled plastic with 15% Community Fair Trade recycled plastic, excluding our bottle caps.

MINDFUL MATTERS WITH... TENGKU ZATASHAH

Environmentalist and Royal Patron Make-A-Wish Malaysia

WHAT DOES SUSTAINABILITY MEAN TO YOU?

Sustainability is a very general term; for business it means taking care of resources and developing products with sustainability in mind for long term growth; for the environment it means using resources in such a way that it is long-lasting and eco-friendly.

These are what The Body Shop Malaysia business model is based on, by being sustainable and using fair trade community products, cruelty free and vegetarian, organic and natural resources with no chemicals.



WHAT IS YOUR BIGGEST CONCERN ABOUT ANIMAL PROTECTION IN MALAYSIA?

My biggest concern about Animal Protection in Malaysia is the point when we the public and private sectors look at our critically endangered species, feel empathy but yet the action to protect is still not there. We need to move from empathy to action because I do not wish to see the extinction of our critically endangered species such as Malayan tigers, sharks, orang utan, turtles, dugongs etc. I have been petitioning on the protection of our Malayan tigers since 2016, and on banning sharks fin trade and protecting our sharks, and protecting our turtles by calling for a ban to end the turtle trade.

WHAT IS THE MEANING OF CONSERVATION TO YOU? HOW CAN WE EFFECTIVELY PRACTICE CONSERVATION?

Conservation to me is about preserving our natural habitats, and resources and not being wasteful. Such as marine conservation, rainforests and preserving the wildlife. Conservation needs to start with legislatives followed by strict enforcements, education awareness within local communities too. Everyone has a part to play in conservation.

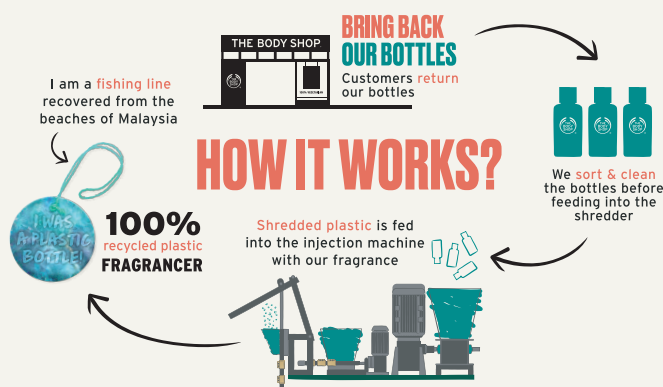
COULD YOU SHARE YOUR THOUGHTS ON PLASTIC POLLUTION? AND HOW CAN WE CURB THIS POLLUTION FROM GETTING WORSE?

I started my campaign #sayno2plastic in 2016 and back then plastic pollution was not a concern in Malaysia. We are the world's 8th worst plastic polluter so I campaigned on this, gave university lectures and showed on social media how I reduced plastic waste in my life. The point of the campaign is to #stopsingleuseplastic and #reducewaste. Since then my campaign has gone viral and I even represented Malaysia at the world's first global expo on sustainability in Paris at Le Grand Palais, and was awarded Adex Ocean Ambassador in Singapore last year. I have been organising beach cleanups and underwater dive cleanups to raise awareness in Malaysia, and I will continue to do as much as I can on this topic.

100%
recycled plastic
FRAGRANCER



CLOSING THE LOOP!



WHAT DOES CLOSING THE LOOP MEAN TO YOU THIS WORLD ENVIRONMENT DAY?

Closing the Loop is key to business sustainability because we want as little as possible to end up in our landfills. I always use the hashtag #reducereuserefuse and I never add recycle because recycling is actually quite a myth, hardly anything we consume gets recycled. But this is why I support The Body Shop Closing the Loop campaign as you can return their plastic packaging to the stores and you can purchase the Fragrancer. This is made from the recycled plastic containers. It is important that the less that ends up in our landfills, the better.

SPEND RM80*

AND GET UPGRADED TO LOVE YOUR BODY™ MEMBER

MEMBERS BENEFITS



WELCOME OFFERS

Redeem your exclusive welcome offers at any store



BIRTHDAY TREAT

Enjoy a special 25% off Birthday treat



REWARDS

Receive RM15 rebate voucher for every 150 points collected



SPECIAL PROMOTIONS

Enjoy exclusive in-store and in-app promotions



GIFT-WRAPPING SERVICE

All-year-round service and it's FREE!



EVENTS

Be invited to members-only events and sneak previews of new products



To join as a Love Your Body Member™, all you have to do is download our mobile app, register & spend a minimum of RM80 (normal qualifier RM100) in a single transaction to be a LYB Member!

It's easy to keep being a LYB Member too – spend RM300 in a year and your LYB membership will be automatically renewed for the following year.

Terms and conditions apply

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Shop online

WWW.THEBODYSHOP.COM.MY

f   **YouTube**
THE BODY SHOP MALAYSIA