

OCT/NOV 2020

ISSUE 03

LOVE YOUR BODY™

MORE THAN BEAUTIFUL COMMUNITY

THE ULTIMATE HYDRATION

secret unveiled!

FLAKE NO MORE

The scalp serum
you've been
waiting for

EMPOWERING GIRLS

What You
Need To Know

**SNEAK
PEEK!**

Ultimate Christmas Gift Sets.
Creating Magical Moments Together.



Naturally Infused Hydration

We have improved our iconic Vitamin E range to deliver moisture you can immediately see, feel and touch. It is now enriched with nutritious raspberry extract, known for its anti-oxidant properties and naturally containing Vitamin E, leaving your skin instantly moisturised, healthy and plump.

Powered with hyaluronic acid, this range takes hydration to the highest levels, for radiant, refreshed skin. This new formula also boasts an improved experience with a new modern fragrance for the iconic Vitamin E. Presented in different textures to suit each skin type better, each 100% PCR jar is made from recyclable and recycled plastic.

NEW

MOISTURE CREAM



Vitamin E Moisture Cream

Ultra-lightweight in texture, this moisturizer is great for all skin types and gives you 48 hour hydration.



RM70



NEW

GEL CREAM



Vitamin E Gel Moisture Cream

The unique gel cream gives normal to combination skin type the perfect hydration throughout the day.



RM70



NEW

NIGHT CREAM



Vitamin E Night Nourishing Cream

Perfect to ensure your skin gets the hydration it needs overnight. Rich in texture, this cream provides 72 hour hydration and can be used for all skin types.



RM92



Instantly hydrates & soothes skin from dryness of wearing mask



Spritz for **48HR** hydration

Vitamin E Skin Cooling Gel Mist

Enriched with raspberry extract and an active ingredient that helps regulate water retention on skin, as well as support your skin adapting to climate changes. Leaves skin feeling soothed from dryness and is suitable for application over makeup.

RM75



Click on the shopping bag icon to shop this item

WHAT'S ON MINA'S

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



MIND? MIND? MIND?

What a contradiction I was. Born a girl but grew as a tomboy. Very sensitive to personal issues and full of outrage for world affairs. Kind to animals but casually cruel to others. How I wish I knew then the things I know now. It would have saved me a lot from the school of hard knocks!

Growing up in the 60s and 70s, life and expectations were quite structured. There was a fashion for clothes and hair and makeup and everyone followed it to a T. That's why those decades are so recognisable in old photos. Girls were expected to be demure and do house chores whereas boys were encouraged in their rambunctiousness and exuberance. No wonder I wanted to be a boy, right? When I became a mother, I deliberately brought up my 2 sons to be gender neutral. They had clothes and toys of all colours and type; taught to slingshot and to bake biscuits; had best friends of the rainbow variety. And they have grown into happy, grounded and responsible young men.

I was a carefree but grouchy teenager. Full of confidence and self-consciousness. Very judgemental on the minutest of human frailties and expansively liberal on other issues. Life was pretty much black or white for

me in my teens. Everything was so clear to me and I couldn't understand the angst of the adults in decision making. Unless it was my own paramount agony of how to fit into my own skin.

I loved my pet animals to bits. I cried for days when my dog got run over but I barely glanced over when my favourite brother broke his wrist! Anyone who was unkind to animals was subjected to a great tongue lashing from me but I would laugh along with the other 'mean girls' when we made fun of others in our school cliques. I thought nothing of doling out punishments on my fellow students for minor school infractions like wearing non-regulation hair ribbons, forgetting the school pin, skirts an inch too short/long (we had to kneel on a chair and put a ruler to measure our skirt lengths!) I cringe now at how tyrannical I was as a school prefect. It all seemed so important to my teenage sense of discipline and order.

Seriously, now I know I should have taken myself less seriously. I would have been kinder and gentler to both my girl-self and others. I would try to be less intense and antagonistic. I would hold on to my sense of outrage to keep my drive and energy to right the world's wrong. Ah...for the innocence of youth.

LIST DOWN THE GREATEST LIFE LESSONS YOU'VE EVER LEARNT

1. _____
2. _____
3. _____
4. _____
5. _____

I think all business practices would improve immeasurably if they were guided by 'feminine' principles
– qualities like
LOVE, AND CARE, AND INTUITION.
– Anita Roddick

SAVE,
WRITE &
SHARE



In a society of money-centric business "ethics"
The Body Shop stands as proof that success can maintain soul, and profit partners with social change.
– Anita Roddick

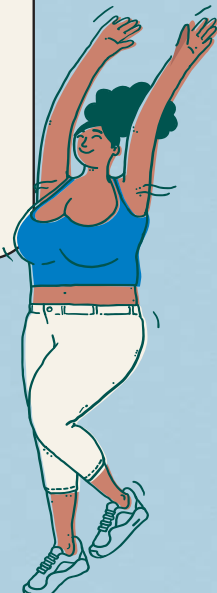
The only time luck comes before work is in the dictionary.
– Anita Roddick



A true key to success is knowing what features set you apart from the competition: you must emphasize them, constantly restate them, and never be seduced into watering them down...

BE DARING.
BE FIRST. BE DIFFERENT.
– Anita Roddick

If you have a company with itsy-bitsy vision, you have an itsy-bitsy company.
– Anita Roddick



GYM SKINCARE TIPS

SKINCARE ROUTINE FOR YOUR WORKOUT.

Exercise is great for the body and mind, but activity can expose your skin to blemish-causing bacteria, which can lead to breakouts. Blemish-prone skin tends to overheat and perspire a little more than other skin types, leading it to produce oil that can build up on the surface over time. But don't sweat it: we've got all the tips you need to keep skin happy through the workout and beyond.

SKINCARE FOR YOGA BUNNIES

The flow's over, but feeling zen should last long after you've rolled up the mat. Extend the ethos of self-care to your skin with a routine of gentle essentials that treat you kindly.



RM64

STEP 1 : CLEANSE
After mastering your tree pose, bring balance to sensitive skin while removing traces of makeup with the Aloe Calming Foaming Wash.



RM34

STEP 2 : SOOTHE
Stay in tune with the senses. Lather up with the Almond Milk & Honey Soothing & Caring Shower Cream and wash those worries away.



RM70

STEP 2 : MOISTURISE
Our hydrating Vitamin E Moisture Cream locks in moisture for up to 48hrs, so you can enjoy that yoga glow long after your class.



RM148

STEP 4 : PROTECT
Skip the shower and still feel refreshed. Our Skin Defence Multi-protection Face Mist SPF45 PA++ is a pocket-sized sunscreen for all-day protection. Just spritz over the face and float through your busy day.



RM14

STEP 1 : RINSE
Bursting with the zesty scent of citrus, the sense-tingling Pink Grapefruit Shower Gel will help blast away every sign of your workout.



RM64

STEP 2 : CLEANSE
Bask in that post-workout radiance and get squeaky-clean from sweat with the Vitamin E Gentle Facial Wash.



RM63

STEP 2 : REPLENISH
Replenish the skin on your body with our lightweight British Rose Body Yogurt. It absorbs in an instant, so no waiting around to get dressed.



RM75

STEP 4 : REHYDRATE
Time to energise your skin. Bring back moisture lost through sweating with a few spritzes of the Vitamin E Skin Cooling Gel Mist.

SKINCARE FOR A POST-CARDIO WORKOUT

If you've been working up a sweat, a good cleanse will help ease the impact of intense activity. The change in conditions can be a bit of a shock to the skin, especially for those on the more sensitive side. Whatever your skin type, it's important to cleanse face and body promptly to give it a good chance to recover. Here's a pattern that works for us...

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



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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

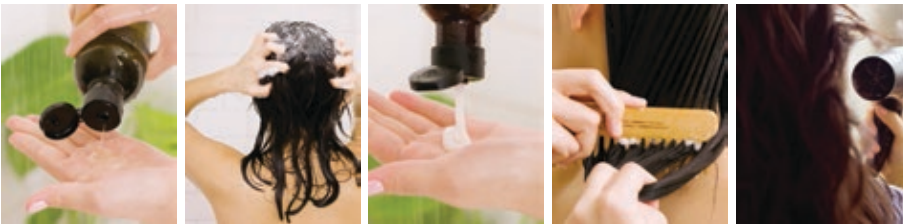
Your Complete Hair Care Guide

Caring for your scalp and hair is key in maintaining healthy hair growth especially whether you wear the hijab or not. The most important is to understand the ingredients in the hair care products you use.

Ginger is a little root with surprising power. It gets the nod from traditional Ayurvedic medicine and experts in lab coats, who have been using it for years for its purifying properties and pleasantly zingy smell. We use ginger essential oil in our cleansing and purifying haircare range, Ginger. Ginger essential oil is said to have stimulating talents, so it's an old favourite in traditional Chinese medicine for taking care of your scalp.

Step 1: Apply Ginger Scalp Care Shampoo to wet hair. Lather and rinse well. This will cleanse your scalp and hair and will help clear loose flakes.

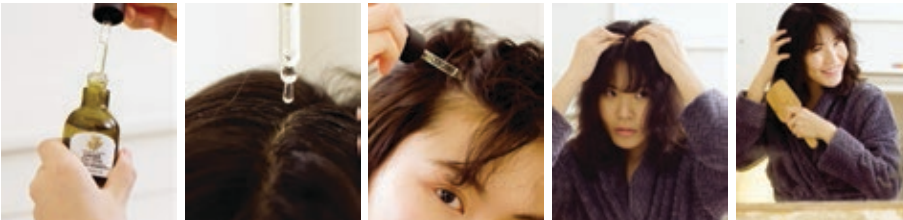
Step 2: Next, massage the Ginger Scalp Care Conditioner through your wet hair, working it through from your scalp to the tip, to make sure the hair is completely covered. To help distribute it more evenly, use a comb to brush it through. Leave it for a couple of minutes and rinse well.



Step 3: Dry your hair as usual. Try not to use too much product.

Step 4: Use your fingers or a comb to part your hair and apply one or two drops of the Ginger Scalp Serum directly to your scalp. Massage it into your scalp until it's fully absorbed and evenly distributed.

Step 5: Repeat this process to cover your whole scalp – four to six sections should do it. For best results, repeat the ginger 3-step scalp care regime three times a week.



All-NEW Ginger Scalp Serum

This fast-absorbing, non-greasy serum nourishes and helps rebalance the scalp. It also soothes dryness and itchiness, and helps to fend off loose flakes, even between washes. Your scalp will look and feel instantly healthier. Formulated with ginger essential oil from Sri Lanka, this serum not just nourishes your scalp but also helps in maintaining sebum production. It's non-oily and comes in a fast-absorbing gel texture.

RM89 



Click on the shopping bag icon to shop this item





CHRISTMAS IS COMING!

We are counting the days to Christmas.
Christmas is a time for us to celebrate
togetherness but things are very different
this year due to social distancing.

But fret not, we're still excited to give you
a sneak peek at the range of Christmas gifts
soon-to-be in stores.

Can't visit your loved ones,
we say send them a gift instead
this Christmas.



COME TOGETHER ACT TOGETHER

In the crisis of this past year, inequality grew and women suffered.
So, every purchase with us this Christmas helps Women's Aid Organisation to end domestic violence.

Thank you.

Together we're unstoppable!

GIFTS UNDER RM100



SAVE
RM9.10

HANDPICKED BRITISH ROSE
DUO

RM39.90



SAVE
RM26.00

BORN LIPPY
COLLECTION

RM99



SAVE
RM5.00

ALMOND MILK & HONEY
BEAUTY BAG

RM69

GIFTS UNDER RM200



SAVE
RM16.90

PROTECTING MORINGA
LITTLE GIFT BOX

RM129



SAVE
RM18.80

VITAMIN E
SKIN HYDRATION KIT

RM155



SAVE
RM14.00

DROPS OF YOUTH™
LITTLE GIFT BOX

RM179

GIFTS UNDER RM300



SAVE
RM26.00

WHITE MUSK® FOR MEN
FRAGRANCE KIT

RM259



SAVE
RM38.00

SOOTHING ALMOND MILK & HONEY
LITTLE GIFT BOX

RM239



SAVE
RM31.90

DELUXE SHEA
GIFT BAG

RM289

(Psst...We heard Santa may be late due to Covid-19
travel restrictions delivering gifts around the world this year.
Head over to our website www.thebodyshop.com.my and let us deliver for you)



SMALL CLEANUPS, BIG IMPACT

The Body Shop Malaysia is one of Ocean Conservancy's country co-ordinators and have been organizing annual Beach Clean Up's in conjunction with International Coastal Clean Up for the past 26 years. Volunteers assist to collect trash and data about the type of trash found on local coastal areas which is then sent to Ocean Conservancy as part of their global data collection.

This event acts as a platform to raise awareness about ocean pollution. It is not just about cleaning the area but to educate people on the importance of keeping our waters clean and safe for marine life as well as for ourselves as micro-plastics are found even in ikan bilis, which we then ingest in our beloved Nasi Lemak!

This year for the International Coastal Clean Up, we've had to do things a little different. With the need to adhere to SOPs, large gatherings were not encouraged but we strongly believed that our beach cleanups must go on.



In smaller teams, we added face masks to our trash collecting arsenal and ensuring to keep our social distance, headed out to different locations for the coastal cleanup. The first stop was a visit to Pantai Redang, Sekinchan, Selangor on 15 September with 16 The Body Shop staff volunteering. The team collected a total of 172kg.

The second team of The Body Shop volunteers headed to Teluk Bahang, Penang on 19th September, the day of the International Coastal Cleanup to clear the beach in front of Angsana Hotel, Teluk Bahang and managed to collect a total of 191.59kg of trash.



As the effort to keep our beaches clean is an ongoing effort, we have planned a few more locations to blitz as we have so many volunteers wanting to use their rest days to remove trash from their favourite beaches and hopefully keep marine life from eating plastic.



Community Trade Story

Unveiling the Story of the Aloe Vera

The aloe vera used in The Body Shop products are sourced from Mexico Aloe by Campeche farmers since 2015.

The expert farmers we work with in Mexico really know their stuff and with their help we're able to source high quality aloe while giving back to the environment. Our soothing aloe vera, one of nature's most resilient plants, is from Campeche in the Yucatan Peninsula of South-east Mexico. The aloe leaves are hand-harvested and hand-filleted within 6 hours to help preserve maximum freshness, ensuring the highest-quality aloe in our gentle formulas.

We work with the Campeche farmers to help develop and support indigenous female farmers living on the edge of the rainforest, who could otherwise face discrimination and limited work opportunities.

Our aloe plants are cultivated on organically-certified land, close to three precious rainforest biosphere reserves. Earning a sustainable income from aloe farming reduces the need for the community to chop down trees and compromise local resources.



Sensitive skin?

Our naturally soothing organic aloe vera is free from preservatives, fragrance, colour and alcohol. It enriches our Aloe range for gentle formulas which are suitable for all skin types.



Click on the shopping bag icon to shop this item

EMPOWERING MALAYSIAN CHILDREN



In honour of International Day of the Girl this year, we reached out to child activist and co-founder of Yayasan Chow Kit, Dato' Dr Hartini Zainuddin to share with us how we can empower Malaysian children.



The Body Shop (TBS) : What is one main concern when it comes to the needs of children in Malaysia?

Dato' Dr Hartini (DDH) : There are so many concerns but to zoom in on one main concern, that would be how the needs of all children is unequal. That we do not prioritise the needs of all children as being most important in nation building. That we discriminate against certain children - children with special needs, migrants, children out of wedlock, refugees, stateless. That there are gaps in child protection; that their voices are not heard enough; that they do not get treated as individuals.

TBS: How can society assist in getting children in need the help they should receive?

DDH: Society can first and foremost help by supporting NGOs and organisations that work with children; advocate for them; that we agree that children need the most protection and be treated equal.

TBS: How can children feel more empowered?

DDH: To empower children, we need to listen to them, engage with them, support them; believe them when they share or express themselves. It is vital that we provide them the space to feel protected and safe and loved always.

TBS: Where can children in Malaysia get assistance when in need or in trouble?

DDH: This truly depends on the issue. There are various NGOs, schools, families or child rights organisations that children can reach out to.

TBS: Can the children of Malaysia get the best education, protection and nurturing in Malaysia? And how?

DDH : Yes they can and they should. This is through formal and informal education opportunities, received from alternative education and school choices, including lifeskill workshops, training support groups.



3 NGOS EMPOWERING CHILDREN

DIGNITY FOR CHILDREN FOUNDATION

(506188W)

A non-governmental organization that provides holistic care and education for urban poor children in Kuala Lumpur

7-G, Jalan 15/48a, Sentul Raya
Boulevard, 51000 Kuala Lumpur,
Wilayah Persekutuan Kuala Lumpur.
CALL: +(60) 03-4044 1397
E-MAIL:
dignity@dignityforchildren.org

YAYASAN CHOW KIT HQ

A 24-hour crisis and drop-in centre providing meals, activities, therapy, case management, and educational programmes for at-risk children and teenagers around Chow Kit, Kuala Lumpur.

16, Lorong Tiong Nam 5,
50350 Kuala Lumpur
CALL: +603 2602 0892
E-MAIL: admin@yck.org.my

PROTECT AND SAVE THE CHILDREN ASSOCIATION OF SELANGOR AND KUALA LUMPUR

(Reg. No. PPM-001-10-01092002)

A social organization in Malaysia that focuses solely on the prevention, intervention and treatment of Child Sexual Abuse.

F-05-01, Pacific Place,
Jalan PJU 1A/4, Ara Damansara,
47301 Selangor, Malaysia.
CALL: +016-227 3065
Emergencies: +6016 721 3065
E-MAIL:
protect@psthechildren.org.my

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REWARDS

Receive RM15 rebate voucher for every 150 points collected



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Enjoy exclusive in-store and in-app promotions



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



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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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