

FOR IMMEDIATE RELEASE

**New The 7 Virtues Fragrance Named on History Television Series
*What's in a Name?***

October 21st, 2011 - Halifax - Canadians will enjoy learning how the fragrance that empowers others in nations that are rebuilding got its name. The newest perfume from the 7 Virtues Fragrance Collection, available at the cosmetics counter at all 91 Hudson Bay stores in Canada, was named through the marbledmedia-produced *What's in a Name?* television series currently airing on History Television. Last year, Canadians submitted naming suggestions for the perfume (as well as for other people and things) through a Canada-wide contest—Namethis.ca; some of the suggested names will be showcased in the Perfume episode, which will air on October 31st at 8pm ET/PT.

“Fragrances in the big perfume houses are named by experts with years of experience in the business,” says The 7 Virtues CEO, Barb Stegemann. “But we're a grass roots kind of company, sourcing fair trade essential oils for our fragrance collection from countries that are rebuilding. So, it really appealed to our community values that fellow Canadians in our democratic society would get to name one of our fragrances.”

The rose oil is sourced through fair trade from supplier Abdullah Arsala, who employs the farmers in Afghanistan, providing alternatives to the illegal poppy crop. The oils travel on the most dangerous highway in the world from Jalalabad to Kabul and then on to Canada.

The episode also features W. Brett Wilson, Chairman of CANOE Financial who met Stegemann when she successfully pitched on CBC's *Dragons Den* (aired February 2011). Wilson, a well known Canadian philanthropist invested in Stegemann and is host of SliceTV's “Risky Business”.

CEO, Barb Stegemann is being made an Honorary Colonel in the Canadian Military in December, 2011 for her work in doing trade with nations that are rebuilding.

Air Date

October 31st, 8pm ET/PT on History Television

For more information, please visit:

www.history.ca

www.whatsinaname.com

www.facebook.com/whatsinanametv

About the *What's in a Name?* TV Series

What's in a Name? is a powerful television series that takes Canadians on a fun and exciting romp through history, telling the stories behind the names we know best—from perfume to hockey teams, cars to wrestlers. Every episode begins with someone who needs to name something: a newly-invented electric car, a mouthwatering chocolate bar, or a baby about to be born. Along the way, experts and celebrities offer advice. Actor George Wendt (Norm from Cheers) gives tips on naming a beer, wrestling legends Bret Hart and Hulk Hogan weigh in on punchy names in the ring, and Randy Bachman gives a young band tips on finding a name that rocks. Find out which names have worked throughout history, which haven't, and why it matters. The series airs Mondays at 8pm ET/PT on History Television.

About The 7 Virtues Beauty Inc.

The 7 Virtues Beauty Inc. is a company that sources fair trade essential oils from countries that are rebuilding from Afghanistan to Haiti and the Middle East (and beyond). The fragrance collection is the thesis in CEO, Barb Stegemann's best selling book, that women in North America own the buying power, so let's harness some of that power to economically empower farmers in nations experiencing war or strife. The fragrance Collection has three fragrances made with the most exquisite essential oils in the world, showing the positive of doing trade with suppliers from around the world who are making their communities stronger. The 7 Virtues fragrances are available at all 91 Hudson Bay stores across Canada.

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