

**FOR IMMEDIATE RELEASE**

## **Canadian Fragrance CEO to join Bill Clinton's Delegation to Haiti**

**Halifax, Nova Scotia – March 1, 2013** - Barb Stegemann, CEO of The 7 Virtues Beauty Inc. will join Bill Clinton and a group of investors to visit farms in Haiti **March 9 to 11** as part of a delegation headed by The Clinton Foundation. Stegemann's fragrance, Vetiver of Haiti Eau de Parfum uses the organic vetiver essential oil sourced from Haiti. The fragrance won the Chatelaine Beauty 100 Award in Canada.

"Small to medium sized businesses are the backbone of every economy; alone, as a single company, what we do may not be enough to reverse big challenges, but together, as a cavalry of businesses, we can make a difference," says Barb Stegemann, CEO, The 7 Virtues Beauty Inc. "Economic empowerment adds up, the first step is letting SMEs know collectively we can make a difference when we buy from suppliers in nations rebuilding."

Stegemann became known to millions of Canadians when she became the first woman from Atlantic Canada to land a deal on CBC's Dragons' Den. She went on to earn the title, Top Game Changer in the history of the highest rated reality show in Canada. Stegemann sourced her Vetiver essential through BuildingMarkets.org A group that provides prequalified suppliers' contact info for buyers. Other groups Stegemann works with to connect with to find suppliers or invest in nations rebuilding include, the Canadian International Development Agency (CIDA) & The Clinton Foundation

**About The 7 Virtues** The 7 Virtues Beauty Inc launched in 2010 with its head office in Halifax, Nova Scotia. Fragrances include **Afghanistan Orange Blossom, Noble Rose of Afghanistan and Vetiver of Haiti** eaux de parfum joining the newest **Middle East Peace**. Fragrances are available at **The Bay for \$70 CAD 50ml** across Canada, **Air Canada On Board Duty Free**, and **Lord & Taylor** 5<sup>th</sup> Ave NYC, Garden City and Scarsdale New York **\$70 USD 1.7 fl oz**

The award winning fragrances are made in Canada, are **paraben free, phthalate free** and are **vegan**. The 7 Virtues received the **Women's Innovator Award** for the entire economy of Canada from the U.S Department of State at the APEC Women and the Economy Summit 2011 hosted by Hillary Rodham Clinton [www.the7virtues.com](http://www.the7virtues.com)

**Media Contact** – Tina Liapis - [info@the7virtues.com](mailto:info@the7virtues.com) - Tel: 902 446-0400