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Air Force Colonel (Hon) and Olympic Finalist Team Up to Launch Perfumes of Peace in NYC November 13

NEW YORK CITY, NY – November 1, 2012 – A best friend’s military service in Afghanistan motivated **Barb Stegemann**, Founder and CEO of **The 7 Virtues** fragrance line **launching in New York City at Lord & Taylor**, to carry on his mission of peace through economic empowerment in nations rebuilding.

“After my best friend, Captain Trevor Greene, was injured in Afghanistan, I promised him I would take on his mission of peace while he healed,” says Stegemann. “Then I realized, as a North American woman, I could affect change by creating The 7 Virtues fragrance line to give Afghan farmers an alternative to the illegal poppy crop.”

Stegemann’s infectious fervor to help rebuild nations in conflict has sparked the interest of many, including the US Department of State that honored Stegemann with the **‘Women Innovators’ award** at the APEC Women and the Economy Summit hosted by Hillary Clinton, as well as notable public figures such as **2012 Haitian Olympic Finalist and Lawyer Samyr Laine**.

“Working with Barb and The 7 Virtues is truly a meeting of the minds. Her passion for affecting positive social change through economic empowerment is both contagious and uplifting,” says Laine. “The example set by The 7 Virtues in Haiti and elsewhere is one that demonstrates the power of social entrepreneurship to make an impact. I’m hopeful that people catch on to the mission itself and, of course, the wonderful fragrances they’ve made available to the world.”

With her mission in mind, Stegemann purchased all of the orange blossom natural essential oil her Afghan supplier, Abdullah Arsala, had available in his crop for **\$2,000 on her visa card**, and has since **invested \$100,000 legal dollars in this community in Afghanistan**. Accounting for her success in Canada (‘top five’ fragrances by *Chatelaine* magazine) and her rank amongst the top three pitches on the hit reality television series *Dragons’ Den* (‘Shark Tank’ in the US), Stegemann brought this winning formula to nations rebuilding in Haiti, Iran, and Israel, with plans to expand to North and South Korea. “There’s no shortage of countries in a state of rebuilding that we need to shine light on. I wish to see a cavalry of businesses coming to do trade with nations in strife,” notes Stegemann.

In line with International Day of Peace (September 21), The 7 Virtues introduced its **Veviter of Haiti** Eau de Parfum in 2011. Layered with notes of **lime tree, bergamot** and **amber**, and a **musky vetiver** base note, the organic vetiver of Haiti is considered the best in the world, grown by Haitian farmers whose country was devastated by the earthquakes in 2010. On the same day in 2012, The 7 Virtues launched **Middle East Peace** Eau de Parfum. This ambrosial blend is a crisp and cool fusion of **Sweetie Grapefruit** essential oil of Israel with **Basil** and **Lime** essential oils of Iran with a warm heart of **Cedar Wood** and **Bamboo**.

The 7 Virtues has been featured, as one of the top fragrances on the market, in major fashion and beauty publications: ***Fashion, Flare, More, Elle Quebec, Readers’ Digest, Best Health, Chatelaine, Cosmetics, Profit, Globe and Mail, and National Post.***

The 7 Virtues Beauty Inc launched in 2010 and is based in Halifax, Nova Scotia, Canada. The company features four fragrances in its line, 50ml/1.7oz spray at \$70 USD/CAD. Available at **The Bay** across Canada, **Air Canada** Duty Free On Board, and now launching at **Lord & Taylor**, NYC stores. Fragrances are made with natural essential oils and are paraben and phthalate free, vegan, and never tested on animals.

About Barb Stegemann - In addition to the fragrance line, Stegemann is the bestselling author of ***The 7 Virtues of a Philosopher Queen: A Woman's Guide to Living and Leading in an Illogical World***. Her book empowers women to launch companies, run for office, and live with the stoic wisdom of the ancient philosophers. Stegemann is renowned keynote speaker, ranked **Top 100 Most Powerful Women in Canada** WXN and is one of few women to be an **Honorary Colonel in the Royal Canadian Air Force**, with the role of advising the military.

About Samyr Laine - is an **American-born Haitian triple jumper** who **competed for Haiti at the 2012 Summer Olympics**. Laine's parents emigrated from Haiti, and Laine was raised in New York State. In addition to his athletic aspirations, Laine excelled in his studies, obtaining his **bachelors degree from Harvard University**, where he roomed with Facebook founder Mark Zuckerberg, and earning his **law degree from Georgetown University**. Laine is a sought-after public speaker who is **publishing his first book, "Legal Eagle: Soar Your Way to Law School Success"**, and is working on his **Jump for Haiti Foundation**, with a focus on mentoring Haitian children and developing more Haitian athletes.

Meet Barb Stegemann and Samyr Laine and receive a **FREE signed copy of Stegemann's book** with fragrance purchase at Lord & Taylor during **Shop Smart. Do Good!** Days where a portion of sales are donated to local charities:

Tuesday November 13 – 12:00pm

Lord & Taylor, New York City – 424 5th Avenue, New York City

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Learn more about The 7 Virtues fragrance story at the7virtues.com.

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