

THE 7 VIRTUES

FOR IMMEDIATE RELEASE

Attention: News, Business, Lifestyle, Beauty, Health, Style and Environment

New Perfume Collection Tackles Global Issues

TORONTO, ON – February 2, 2018 --- Canadian entrepreneur and human rights activist Barb Stegemann, founder of the social enterprise **The 7 Virtues**® and graduate of the 2017 **Sephora Accelerate Cohort** is set to launch a new contemporary **Peace** perfume collection exclusively at Sephora Canada stores and online this month – just in time to celebrate International Women’s Day (IWD).

“Less than four percent of beauty company CEOs are women. We are lagging in this industry even though women entrepreneurs are leading the charge in other startup sectors,” says Barb Stegemann, **The 7 Virtues** founder, humanitarian, entrepreneur and author.

Now in its second year, the Sephora Accelerate program is dedicated to building a community of innovative female founders in beauty, and enabling female CEOs from around the globe to expand their beauty companies through six months of networking, mentorship and education. To bring focus to the social, cultural, economic and political achievements of women, collaborating with Sephora was the right fit for **The 7 Virtues** in order to launch its new fragrance line - especially leading up to IWD (a global celebration of female achievement, empowerment and gender parity).

“With new generations seeking clean, ethical beauty products (like ours), I recognized there was room in the marketplace for us to expand in order to support more farmers globally in nations rebuilding after war or strife, and the **Sephora Accelerate Cohort** taught me how to take the necessary steps to make a significant change,” added Stegemann. The company made a deliberate move to launch the new line prior to IWD celebrations as a message that change, peace and leadership can be achieved by women globally.

Each of the new **The 7 Virtues** Eau du Parfum (EDP) are made with natural, organic and fair trade essential oils from Afghanistan, Haiti, Rwanda, The Middle East, India and Madagascar. Made without phthalates, parabens or sulfates, they are vegan, cruelty-free and only use organic sugar cane alcohol.

The new Peace EDP collection includes 7 scents:

- Orange Blossom – Natural orange blossom essential oil from Afghanistan
- Rose Amber– Natural rose essential oil from Afghanistan
- Vetiver Elemi – Organic, fair trade Vetiver essential oil from Haiti
- Grapefruit Lime – Natural sweetie grapefruit essential oil from Israel and lime & basil from Iran
- Patchouli Citrus – Organic, fair-trade patchouli essential oil from Rwanda
- Jasmine Neroli – Natural jasmine essential oil from India
- Vanilla Woods – Fair trade, organic vanilla essential oil from Madagascar

Visit: <http://www.the7virtues.com/new-media-page/> to download high-resolution photos of the new collection.

The 7 Virtues new **Peace** EDP are available at www.Sephora.com & www.The7virtues.com on February 6th and beginning February 19th in all Sephora Stores across Canada.

Available formats:

- 50ml spray EDP – MSRP \$88 CAD
- 11ml rollerball EDP – MSRP \$30 CAD
- 1.5ml x 7 EDP vials of Create Your Own Peace Perfume Sampler Set – MSRP \$30 CAD

About The 7 Virtues

Founded in 2010, The 7 Virtues is the brainchild of Canadian entrepreneur Barb Stegemann. Based in Halifax, Nova Scotia, Stegemann created the first beauty company in Atlantic Canada to land a venture capital deal on CBC's hit show Dragons' Den and is a Women's Executive Network Top 100 Most Powerful Women in Canada winner. Named Top Game Changer on Dragons' Den for creating a solution to reversing issues of war and poverty through trade, Stegemann developed two fragrance collections: the classic line available at Hudson's Bay Company stores and online at www.the7virtues.com, and the new contemporary **Peace** collection available at Sephora stores and online. Her passion for helping farmers globally sparked international attention and led to the development of the award-winning documentary **Perfume War** airing on CBC Docs and available on iTunes or Rogers, Bell and Shaw Video On Demand. Visit www.PerfumeWar.com to view the trailer.

For more information visit www.the7virtues.com.

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