

FOR IMMEDIATE RELEASE

The 7 Virtues® Peace Fragrance Custom Blend Box Launch To Coincide with International Day of Peace

New York | Halifax | - July 29, 2013 – Bringing *peace on earth* home this holiday season is possible in a new way with The 7 Virtues® fragrances that support nations rebuilding after war or strife. The Award winning fragrance company is launching a new ‘custom blend box’ that allows you to **create your own signature peace fragrance**. The Collector’s edition includes all four fragrances made with natural essential oils sourced from **Haiti, Afghanistan, Israel and Iran**. The magnetic box with gold baroque design contains mini versions of the fragrances to create your own peace scent! Launch date **September 21st** in honour of The United Nations International Day of Peace. Available at **The Hudson’s Bay Co. across Canada and Lord & Taylor NYC**.

Barb Stegemann, Founder & CEO The 7 Virtues recently returned from Haiti on an Agricultural Trade mission with President Clinton and the **Clinton Foundation** where she sources what is considered the best Vetiver essential oil in the world. “We on a mission to flex our buying power for good to reverse issues of war and poverty,” says Stegemann. “Sharing what we do in our stores with our partners is an important part of our philosophy.”

Stegemann initially launched her company after her best friend was wounded while he was serving in the Canadian Forces in Afghanistan. She wanted to find a way to support his mission of peace through economic empowerment while he healed. She began this journey by sourcing legal orange blossom and rose natural essential oils to support Afghan farmers with a legal alternative crop to the illegal poppy. The 7 Virtues fragrances became known to millions around the world when she became the Top Game Changer in the history of the Venture Capital show, **CBC’s Dragons’ Den** where she met her partner, Philanthropist, W. Brett Wilson. **www.The7Virtues.com**

Custom Blend Box Set Contains: \$85 USD/CAD Retail (Total 75ml/2.5 fl oz)

- **Middle East Peace eau de parfum 30ml/1 fl oz spray** sweetie grapefruit essential oils of Israel with lime & basil of Iran with a cedar wood and bamboo dry down.
- **Vetiver of Haiti eau de parfum 15ml/0.5 fl oz spray** – Vetiver natural essential oil with notes of bergamot, lime tree and precious amber.
- **Noble Rose of Afghanistan eau de parfum 15ml/0.5 fl oz spray** rose essential oil with notes of peppercorn, clove and carnation.
- **Afghanistan Orange Blossom eau de parfum 15ml/0.5 fl oz spray** orange blossom essential oil (neroli) with notes of freesia and jasmine.

The 7 Virtues Beauty Inc. is a Canadian company based in Halifax, Nova Scotia. The fragrance collection includes, Afghanistan Orange Blossom, Noble Rose of Afghanistan, Vetiver of Haiti and Middle East Peace. The fragrances are made with natural essential oils sourced from nations rebuilding and are **paraben free, phthalate free and vegan**.

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