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The 7 Virtues Finalist Canadian Fragrance Awards

Halifax, Nova Scotia Feb 4th – The 7 Virtues known for sourcing essential oils from rebuilding nations is a finalist in the Canadian Cosmetics Awards 2013. The fourth fragrance in the line, Middle East Peace eau de parfum, was nominated in the Limited Women's Category that recognizes fragrances launched in the marketplace in 2012. The category is weighted on the fragrance launch including the fragrance notes, the story, *Make Perfume Not War* campaign and sales targets achieved.

The Bay nominated The 7 Virtues after a successful launch that spanned Canada in all 90 stores on September 21 in honour of International Day of Peace. The fragrance has already been recognized by **Fashion Magazine** as a *Top Beauty Trail Blazer – National Treasure* and has received profile internationally in Conde Nast **Tatler Magazine** London, UK, **Myself Magazine** in Germany and FIFI winning fragrance blogs in the USA.

Middle East Peace is an ambrosial blend with 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 popular niche fragrances became known to Canadians with Stegemann's winning pitch on **CBC's Dragons' Den** and went on to become the top Game Changer in the history of the top rated reality show in Canada. Stegemann pitched the idea of buying legal orange blossom oils from the farmers in Afghanistan as an alternative to the illegal poppy crop.

The eighth annual Canadian Fragrance Awards will be held Thursday April 25, 2013 at the Marriott Chateau Champlain Hotel, in Montreal, Quebec. Contact Jim Hicks. jim.hicks@cosmetics.rogers.com 416-764-1664

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 New York \$70 USD 1.7 fl oz** www.the7virtues.com

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