

**FOR IMMEDIATE RELEASE**

## **The 7 Virtues Launches 'Food Crop' Fragrance Collection In Honour of International Year of Family Farming 2014**

**London | NYC | Halifax – January 2014** The 7 Virtues® Fragrance company expands its collection that sources natural essential oils harvested from crops by farmers in nations rebuilding with its new 100 ml collection. Each fragrance box shares the story of the farmers and suppliers in each nation, shining light on **International Year of Family Farming 2014**. There are 1400 of each special edition fragrance available in time for Valentine's Day following the company's philosophy of love of humanity, January, 2014.

"We began sourcing orange blossom essential oils from farmers in Afghanistan to provide an alternative legal crops of orange blossom and rose for the farmers instead of the illegal poppy crop," Says Founder, CEO, Barb Stegemann. "Then we took our concept around the world sourcing essential oils from farmers in Haiti and the Middle East and next is Rwanda."

Stegemann recently travelled this year to Haiti with President Clinton and the Clinton Foundation on an Agri-Trade Mission to meet suppliers of the Vetiver crop. The company is working on a fragrance made with essential oils that empowers farmers in Rwanda, to launch on International Day of Peace, 2014. The company began when Stegemann's best friend was wounded serving in the Canadian Forces in Afghanistan. She wanted to find a way to help build peace through economic empowerment. Stegemann was honoured to become the first female Honorary Colonel for her base, 14 Wing Greenwood, Royal Canadian Air Force because of her mission to build peace through business.

### **There are four fragrances that come in the new 100 ml size**

- 1. Vetiver of Haiti** eau de parfum with notes of bergamot, lime tree & amber.
- 2. Noble Rose of Afghanistan** eau de parfum with notes of clove, peppercorn & carnation
- 3. Afghanistan Orange Blossom** eau de parfum with notes of jasmine and freesia
- 4. Middle East Peace** Eau de Parfume with sweetie grapefruit of Israel & lime and basil of Iran with notes of cedar wood and bamboo.

**The 7 Virtues Beauty Ltd.** is a company based in Bedford, Nova Scotia, Canada . The fragrances are available in 50ml, Custom blend box with all four to create your own signature peace fragrance and now the new 100 ml collection. The company has received awards including the Top Game Changer in the history of **CBC's Dragons' Den Show, Chatelaine Beauty 100** and the CEO, Barb Stegemann was made the first female **Honorary Colonel for 14 Wing Greenwood, RCAF**. The fragrances are available at **The Hudson's Bay** across Canada, **Lord & Taylor** NYC, **Selfridges**, London, UK, to learn more visit [www.the7virtues.com](http://www.the7virtues.com)

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