



For Release Fall 2012

The 7 Virtues Launches new Middle East Peace Fragrance
The fourth fragrance from Canadian brand The 7 Virtues set to hit shelves

Halifax, Nova Scotia, September 1 – The 7 Virtues known for sourcing essential oils from rebuilding nations will launch its fourth fragrance, **Middle East Peace** Eau de Parfum on September 21, 2012 in honour of International Day of Peace. This new scent will be available exclusively at **The Bay** across Canada and online at www.thebay.com.

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 citrus kick that leaps from the classic bottle is anchored by the warm dry down that won out of six variations selected by members of the Canadian fashion community. Known for its democratic nature, The 7 Virtues engages citizens and industry leaders to select and name its fragrances, guiding the made-in-Canada award winning socially conscious brand.

“After moderating the panel on the Middle East for the Halifax Security forum I wanted to create a fragrance that would highlight the bridging of these nations,” says CEO & Honorary Colonel, RCAF, Barb Stegemann. “When we watched the *We Love you Iran & Israel* campaign asking all of us to show ways that citizens can demonstrate respect between Israel and Iran, we felt something so intense it could only be expressed in a thought provoking fragrance.”

The 7 Virtues popular niche fragrances became known to Canadians with Stegemann’s winning pitch on **CBC’s Dragons’ Den** where she met her mentor and business partner, W. Brett Wilson, Chairman of CANOE Financial.

Youtube link to **Dragons’ Den**

<http://www.youtube.com/watch?v=q7K9TUgGLRg>

Youtube link to “**We Love you Iran & Israel**”

<http://www.youtube.com/watch?v=mYjuUoEivbE>

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** joining the newest **Middle East Peace**. Fragrances are available at **The Bay for \$70 CAD 50ml** across Canada and online at www.thebay.com. The award winning fragrances are made in Canada, free of parabens and phthalates, and are vegan. The 7 Virtues received the **Women’s Innovator Award** for the entire economy of Canada from the US State Dept at the APEC Women and the Economy Summit 2011 hosted by Hillary Rodham Clinton. To learn more visit www.the7virtues.com

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