



FOR IMMEDIATE RELEASE

## **New Vetiver of Haiti Fragrance Launch To Coincide with International Day of Peace**

**HALIFAX, NOVA SCOTIA – September 7, 2011** - The scent of fall air will uplift this year with the unveiling of Vetiver of Haiti in honour of International Day of Peace. The smoky organic vetiver essential oil forms the base note for the new fragrance from The 7 Virtues Beauty Inc, a company encouraging other Canadian businesses to join them in doing trade with nations that are experiencing war or strife.

“When I found out about the needs of Afghanistan farmers I met with CIDA executives who helped me to connect with our supplier, Gulestan in Afghanistan to source orange blossom oil for our first fragrance,” says Barb Stegemann, CEO The 7 Virtues Beauty Inc. “When it came time to branch out to begin investing in additional countries like Haiti, they directed me to Peace Dividend Trust who facilitated the connection with our supplier Arome et Essence D’Haiti who make the best vetiver oil in the world.”

The Canadian company sources essential oils from countries that are rebuilding to support suppliers who provide seasonal work for local farmers. The first fragrance, Afghanistan Orange Blossom made Barb Stegemann the first woman from Atlantic Canada to land a venture capital deal on the **CBC show Dragons’ Den**. Stegemann, whose best selling book brings philosophy to women (available at The Bay beauty counters) will be receiving the **Women Innovators Award** for her work from the US Department of State on Sept 15<sup>th</sup> at the APEC Women and the Economy Summit in San Francisco.

Vetiver of Haiti is an uplifting fall/winter scent for both women and men. The new fragrance will join Afghanistan Orange Blossom and Noble Rose of Afghanistan Eaux de Parfum at all **91 Bay Stores** throughout Canada on September 21<sup>st</sup>. **Top Notes:** Bergamot, Lime tree. **Middle Notes:** Tarragon, Nutmeg and Fern **Base Notes:** Precious Organic Vetiver Oil from Haiti, Sandalwood and Amber

CEO, Barb Stegemann and special guests will be available at in-store events:

**MONTREAL - September 20<sup>th</sup> 11:30 am – The Bay St. Catherine’s Street – 585 Ste-Catherine West**

**OTTAWA - September 21<sup>st</sup> 11:30 am – The Bay at Rideau Centre - 73 Rideau Street**

**For more information please contact:**

**The Bay** Michelle Veilleux, Manager, PR & Events, Cosmetics; [michelle.veilleux@hbc.com](mailto:michelle.veilleux@hbc.com) Tel: 416-861-4306 **The Bay** is North America’s oldest department store with 91 locations throughout Canada.

**Peace Dividend Trust** Emira Bayrasli, Communications Director; [bayrasli@pdtglobal.org](mailto:bayrasli@pdtglobal.org) Tel: +1-646-491-2969 **Peace Dividend Trust** is a non-profit social enterprise committed to building markets, creating jobs and sustaining peace in developing countries.

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