

## **The 7 Virtues CEO Barb Stegemann named Top Game Changer in the history of CBC's Dragons' Den**

**Halifax, Nova Scotia** –Barb Stegemann, the first woman from Atlantic Canada to land a venture capital deal on CBC's popular Dragons' Den, has been chosen by the "Dragons" and viewers as the **Top Game Changer in the history of the show** for making a social difference with her company, The 7 Virtues. This was revealed during the show's holiday special December 5.

"When I launched my company on my credit card out of my garage, I spent \$2,000 to buy all of the legal orange blossom oil my supplier Abdullah Arsala had in Afghanistan," says Stegemann. "Because of Dragons' Den and distribution in The Bay stores across Canada, we have invested \$100,000 legal dollars in his community by purchasing the legal rose and orange blossom oil to help get farmers off the illegal crops."

Stegemann was one of 13 Game Changers selected for making a positive impact in the world through their business.

Also on December 5, Barb Stegemann was named one of the **Top 100 Most Powerful Women in Canada** and shared the stage with Arlene Dickinson of CBC's Dragons' Den as keynote speaker at the Top 100 Most Powerful Women in Canada WXN event in Toronto. [www.top100women.ca](http://www.top100women.ca)

### **About The 7 Virtues:**

The fragrance collection now includes four fragrances made with essential oils that rebuild nations. The award winning collection is paraben-free and phthalate-free. **Afghanistan Orange Blossom, Noble Rose of Afghanistan, Vetiver of Haiti and Middle East Peace eaux de parfum.**

**The 7 Virtues** fragrances won the **Chatelaine Beauty 100 Award**, ranked top five fragrances in Canada for being Eco-Chic! For more information on awards and the corporate philosophy, visit [www.the7virtues.com](http://www.the7virtues.com) or [www.thebay.com](http://www.thebay.com).

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