THE 7 VIRTUES®

FOR IMMEDIATE RELEASE

NS Business Woman To Receive "Women Innovators" Award From US Secretary of State

HALIFAX, NOVA SCOTIA – September 8th, 2011 – Barb Stegemann, CEO, The 7 Virtues Beauty Inc. will be one of two Canadian women to receive the "Women Innovators" award from the US Secretary of State Department from the **Asia-Pacific Economic Cooperation (APEC)** countries in San Francisco.

Forty-two Women Innovators were selected by their own economies from around the Globe and on behalf of Ambassador Melanne Verveer, Office of Global Women's Issues will receive their awards and present what Innovation means to them. The conference hosted by Hillary Clinton will gather women from APEC countries to discuss issues of policy, trade, security and empowering women to bring about global change.

The Women and the Economy Summit (WES) will involve more than 400 representatives from the APEC economies. WES is about exchanging ideas and making recommendations for concrete policies and projects encouraging women's involvement in economic growth in the Asia-Pacific region.

"I launched my company that sources organic essential oils for our fragrance line so that we could empower others who are rebuilding their countries by doing trade," says CEO, Barb Stegemann. "One of my goals in launching this company was to help change policy, so this conference and this acknowledgement is really a dream come true."

WES is the premier event bringing together senior private and public sector players for a dialogue on fostering women's economic empowerment among the APEC economies. The dialogue will support a set of policy recommendations that will be delivered to the APEC Leaders' Meeting in November.

The 7 Virtues Fragrance Collection is available at all 91Bay stores throughout Canada. On Sept 21st, in honour of International Day of Peace the company will launch Vetiver of Haiti Eau de Parfum. http://www.bayareacouncil.org/WES.php

Media Contact:
The 7 Virtues Beauty Inc.
Woodlyne Ducheine
pr@the7virtues.com
Tel: 902-446-0400

- 30 -