

THE 7 VIRTUES

FOR IMMEDIATE RELEASE

The 7 Virtues Launches Peace Perfume Collection at Sephora

***Socially and Environmentally Conscious Fragrance Brand Works
with Farmers in Countries Rebuilding After War***

New York, New York – April 16, 2018 – Entrepreneur and human rights activist Barb Stegemann, founder of the socially conscious fragrance brand [THE 7 VIRTUES®](#) and graduate of the 2017 **Sephora Accelerate Cohort**, today announced the launch of a new **Peace Perfume** collection available exclusively online at Sephora starting in May, and at Sephora stores across the U.S. beginning August 24.

Founded in 2010, The 7 Virtues creates aromatherapy scents with fair trade, organic essential oils and supports farmers in nations rebuilding after war or strife.

“I never set out to make perfume. I was a journalist,” said **Barb Stegemann, best-selling author of *The 7 Virtues of a Philosopher Queen* and founder of The 7 Virtues**. “When my best friend was severely wounded serving in Afghanistan, I promised him I would take on his mission of peace. I decided to do that in an unexpected way – by creating a perfume company. I began by purchasing legal orange blossom and rose essential oils from farmers in Afghanistan so they wouldn’t have to grow the illegal poppy crop. Today, The 7 Virtues works with farmers around the world to secure natural, organic and fair trade essential oils that create long-lasting fragrances and provide jobs, dignity and security to the farmers and their families.”

Featuring seven new scents from around the world, The 7 Virtues Peace Perfumes are **hypoallergenic** scents that are **free of phthalates, parabens, formaldehyde, UV inhibitors, and sulfates**. The fragrances are **vegan, cruelty-free and infused with organic sugar cane alcohol**. Each of the new The 7 Virtues Eau du Parfum (EDP) are made with **natural, organic and fair trade essential oils** to rebuild communities Afghanistan, Haiti, India, Iran, Israel, Madagascar, and Rwanda.

The new Peace EDP collection includes seven scents:

- Orange Blossom (Afghanistan)
- Rose Amber (Afghanistan)
- Vetiver Elemi (Haiti)
- Grapefruit Lime (Israel & Iran)
- Patchouli Citrus (Rwanda)
- Jasmine Neroli (India)

- Vanilla Woods (Madagascar)

Stegemann's passion for helping farmers globally sparked international attention and led to the development of the critically acclaimed documentary *Perfume War*, which won Best Humanitarian Film at the Sedona Film Festival 2017 and Audience Choice at the Sonoma Film Festival 2017. The film, which follows two friends' fight for peace, is now available on [iTunes](#).

For more information about the collection and hi-resolution photos, visit <http://www.the7virtues.com/new-media-page/>.

Available formats:

- 50ml spray EDP – MSRP \$77 USD
- 11ml rollerball EDP – MSRP \$28 USD
- 1.5ml x 7 EDP vials of Create Your Own Peace Perfume Sampler Set – MSRP \$28 USD

About The 7 Virtues

Founded in 2010, The 7 Virtues is the brainchild of Canadian entrepreneur Barb Stegemann. Based in Halifax, Nova Scotia, Stegemann created the first beauty company in Atlantic Canada to land a venture capital deal on CBC's hit show Dragons' Den (The Canadian version of Shark Tank) and is a Women's Executive Network Top 100 Most Powerful Women in Canada winner. Named Top Game Changer on Dragons' Den for creating a solution to reversing issues of war and poverty through trade, Stegemann developed two fragrance collections: the classic line available at Hudson's Bay Company stores and online at www.the7virtues.com, and the new contemporary **Peace Perfumes** available exclusively at Sephora stores in Canada and the USA and online.

For more information visit www.The7virtues.com

Connect with us:

[Facebook](#)

[Twitter](#)

[Instagram](#)

[YouTube](#)

Press contact: Melody Serafino, melody@thenumber29.com, 413-531-0180