

Nova Scotia CEO Makes Profit Guide's "Top 30 Fabulous Entrepreneurs"

April 14, 2012 – Halifax, Nova Scotia – Celebrating their 30th Anniversary, Profit Guide Magazine added a **Top 30 Cool & Fabulous Canadian Entrepreneurs** ranking (May 2012 edition). "The examples set by Canada's coolest, smartest and most inspiring entrepreneurs point the way to business success—and demonstrate the rich potential of an entrepreneurial life." Quoted from the magazine's web site.

Local author, Beauty Industry CEO, Barb Stegemann made the list and joins a group of Canadian innovators including **Jimmy Pattison, The Dragons** from CBC's Dragons' Den, **Steve Nash**, Porter Airlines' **Robert Deluce, Jim Balsillie & Mike Lazaradis** of Research in Motion as well as a roster of newcomers and seasoned innovators including Stegemann's business partner/mentor, **W. Brett Wilson**, CEO of CANOE Financial.

"I had no idea I was being considered until a journalist from Profit called to do an interview to let me know I was in the running," says Stegemann. "It's another 'pinch me moment' on this journey to be called Top 30 'cool & fabulous' Canadian entrepreneurs because I consider myself a bit of a nerd, just doing my own thing in business and in life."

The special edition also gives away 30,000 copies of an e-book by Sean Wise, Ryerson Business professor and Business Advisor on Dragons's Den called "What's Hot and What's Not". Wise dubbed Stegemann's pitch on the show one of the best pitches in the history of Dragons' Den and he is quoted on his thoughts on The 7 Virtues fragrance collection, "The world's best socially relevant perfume." - Sean Wise

Link to Profit Guide Magazine's Top 30 Fabulous Entrepreneurs Ranking
<http://www.profitguide.com/gallery/77998--the-30-most-fabulous-entrepreneurs?page=23>

The 7 Virtues fragrance collection sources essential oils from Haiti, Afghanistan and the Middle East to support suppliers who are rebuilding their countries. The collection is available at **The Bay** across Canada. The three fragrances are Afghanistan Orange Blossom, Noble Rose of Afghanistan and Vetiver of Haiti (for men and women). They are made in Canada, paraben free, phthalate free, vegan and made with essential oils. www.the7virtues.com

To connect with Barb Stegemann
Contact The 7 Virtues Beauty Inc.
info@the7virtues.com
902 446-0400