

Few remember Anita Roddick's foray into the beauty world with her tiny retail establishment next to the town Mortuary in rural England. Aptly named the Body Shop, the now global powerhouse of a brand launched a sweeping new initiative last week under its L'Oreal parent. With new in-store design and carefully orchestrated customer experiences called "pulse", The Body Shop is poised to enter a new era.

Speaking to press **Laure Levesque** VP of Brand and Value for The Body Shop Americas underscored the companies core commitment to the environment, Human Rights, nurturing healthy communities, self-esteem and the fight against Animal testing. With the debut of the new **Lily Cole** Limited Edition Cruelty Free Makeup line as well as a slew of new Body Mists and butters, The Body Shop also launched it's initiative with **Michelle Thew**, Chief Executive of the British Union for the Abolition of Vivisection in it's continued efforts to make beauty thoroughly cruelty -free.

Makeup Artist **Chase Aston** had loads of great tips and tricks using the Lily Cole line and several of the line's core products. One of my favorites: Use the new Lily Cole purple liquid eyeliner to wisp lashed with a nit of color. Genius.





