

Questions and Answers on the L'Oreal Offer

For staff and customer use

The following questions and answers address the feedback The Body Shop has received since the announcement of the L'Oreal offer.

Is The Body Shop policy on animal testing under threat? Or has L'Oreal committed to not test on animals and share our culture?

Let us be clear that The Body Shop Against Animal Testing Policy will continue to be applied rigorously across our product range. We do not test our products or ingredients on animals. We will not purchase any ingredient that has been tested or retested on animals for cosmetic purposes since at least 31st December 1990. We call this The Body Shop Purchasing Rule. The Body Shop Purchasing Rule meets and indeed goes beyond the Humane Cosmetics Standard (Corporate Standard of Compassion in the US) operated by leading animal groups. The Body Shop was the first international cosmetic company to be approved under the International Standard.

L'Oreal **continue** to use newly developed ingredients that necessitate animal testing.

See the *L'Oreal fact sheet on the Naturewatch website.*

L'Oreal have not carried out or commissioned tests of products or ingredients on animals since 1989. The group has been committed to the elimination of laboratory animal testing and the development of alternative approaches for more than twenty years spending millions of pounds on this work. L'Oreal hopes that their efforts to develop alternatives will be instrumental in enabling the European Union to introduce a ban as early as possible.

A quarter of L'Oreal is owned by Nestle - a company with a very poor track record on ethics. I am deeply concerned about The Body Shop tying up with a company like that.

The announcement on Friday 17th March concerned L'Oreal and The Body Shop not Nestle. L'Oreal is committed to safeguarding the values that are held so dear to The Body Shop consumers.

If L'Oreal were **really** committed to animal welfare, they would commit to a Fixed Cut Off Date whilst supporting the development of alternatives.

For more on the Fixed Cutoff Date, see the Naturewatch website.

As well as attacking L'Oreal for 'sabotaging self esteem', The Body Shop's Against Animal Testing campaign actively encourages us to 'Boycott Cosmetic Companies which continue to use animals to test on'.

http://www.thebodyshopinternational.com/web/tbssl/values_at_cando.jsp

As you will know any individual or company can buy shares in a public company. There are a wide range of individuals and organisations who hold shares in L'Oreal including Nestle. As we have said L'Oreal is committed to safeguarding our five values.

Three years ago, didn't Anita Roddick launch a verbal attack on L'Oreal?

At times in the past we have had different viewpoints. But now our values are converging. Both companies believe in promoting self-esteem - L'Oreal 'Because You're Worth It', and The Body Shop value on 'Activate Self-Esteem'. Both companies believe cosmetics can be used in this way.

Isn't this just a sell-out by Anita Roddick? Won't it be very damaging to The Body Shop brand?

This is not a sellout. The Body Shop believes L'Oreal will be a good owner of the business, that it will respect its unique values and indeed, encourage the business to expand and achieve its global potential.

I am going to boycott The Body Shop. What is your response?

Protecting and enhancing the values of The Body Shop is an essential part of this partnership; a partnership which is aimed at building on the international growth of The Body Shop. This deal is about enhancement of The Body Shop not its dilution. In order to ensure the integrity of The Body Shop values and beliefs and what they represent for its customers - old and new - The Body Shop would sit as a separate entity within L'Oreal. We would hope that you will be able to continue to Shop at the Body Shop given our continued commitment to our core values.

Won't this deal lead to a softening in the campaigns The Body Shop runs?

No. L'Oreal has made clear that it is committed to The Body Shop sitting as a separate entity within L'Oreal free to maintain its unique approach to campaigning

Despite operating as a separate entity, the profits generated by The Body Shop will now go to L'Oreal and its shareholders.

However, on *Ethical Consumer's* ethical rating system The Body Shop is set to drastically fall from 11 out of 20 to 2½ when the takeover finally goes through.

http://www.ethicalconsumer.org/bodyshop_loreal.htm

Whilst this may well be the case, it does not take into account the appalling animal testing record of it's parent company.

The Body Shop's animal testing policy achieves the Humane Cosmetics Standard - an independent standard developed by various animal welfare groups. Will The Body Shop continue with this standard under the new ownership?

The Body Shop will continue with this standard.

Will the acquisition of The Body Shop lead to a weakening of its existing environmental, ethical and environmental standards?

The Body Shop will remain a standalone operation and will not be asked to lower any of its standards. The Body Shop is a unique brand because of its exceptional standpoint on these issues and therefore this will remain deep within the company culture and market positioning.

Are they going to close down The Body Shop At Home or start selling L'Oreal products in The Body Shop?

No The Body Shop will continue to sell its own product through its stores and will continue to offer home parties through The Body Shop at Home.

A Message From Dame Anita Roddick

For staff and customer use.

You may have seen in the media that The Body Shop International has received an offer from L'Oreal.

For both Gordon and myself, this is without doubt the best 30th anniversary gift that The Body Shop could have received.

L'Oreal has displayed visionary leadership in wanting to be an authentic advocate and supporter of our ethics.

Lets be clear about this. Neither Gordon or I would be doing this if we did not deeply believe that we are placing The Body Shop in safe hands.

L'Oreal will respect our core Values and The Body Shop will continue to be Against Animal Testing, will remain a campaigning business and be committed to Community Trade.

I will remain as a consultant to The Body Shop and I will also become a consultant to L'Oreal.

In this role I will seek to influence L'Oreal and believe this is a great way to preserve and enhance everything that's wonderful about The Body Shop.

I hope you will continue to support us on this exciting next phase of our journey.

Anita Roddick

For more information, please visit: www.thebodyshopinternational.com

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