

THE 7 VIRTUES

MAKE PERFUME NOT WAR®

“My real job is to make rebuilding sexier than destruction. I do this through perfume.”
— Barb Stegemann

The 7 Virtues is a leading exemplary socially and environmentally conscious clean beauty brand meeting the lifestyle and performance levels for today's consumer. Founded in 2010 by entrepreneur and human rights activist Barb Stegemann, a graduate of the 2017 Sephora Accelerate Cohort, The 7 Virtues creates aromatherapy scents with fair trade, organic essential oils and supports farmers in nations rebuilding after war or strife. Today, thanks to its powerful social mission and impactful, aromatherapeutic product family, The 7 Virtues is the highest performing fragrance brand in Sephora Canada and a top performer across almost all Sephora USA stores and online.

“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 (used for heroin production). 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.”

The 7 Virtues is a leading clean beauty fragrance brand, providing not only the strong social purpose but delivering superior performance with eight Peace Perfumes from around the world. As part of Sephora's *Clean at Sephora* program, all formulations are hypoallergenic, free of phthalates, parabens, formaldehyde, UV inhibitors, and sulfates. The fragrances are Leaping Bunny certified vegan, cruelty-free and infused with natural organic sugar cane alcohol. Each of The 7 Virtues Eau du Parfums (EDP) are made with the highest concentrations (22-30% for long-lasting wear) of natural, organic and fair trade essential oils to rebuild communities Afghanistan, Haiti, India, Iran, Israel, Madagascar, Rwanda, India and Egypt. Moreover, each fragrance delivers unique aromatherapeutic benefits, providing the ultimate self-care for the wearer, and honors the virtues of those we are seeking to help - wonder, balance, truth, courage, justice, wisdom and beauty.

Barb'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 available on [iTunes](#) and also boasts a [3 minute trailer](#).

For more information about the collection and hi-resolution photos, please visit [The 7 Virtues media page](#).

Available sizes:

- Peace Perfume (50ml EDP spray) – \$79 USD | \$97 CAD
- Peach Perfume Rollerball (11ml EDP) – \$29 USD | \$37 CAD
- Peace Blend Box (Create Your Own Perfume Sampler Set of 1.5ml x 7 EDP vials) – \$29 USD | \$38 CAD

For more information visit www.The7virtues.com

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THE 7 VIRTUES

BARB STEGEMANN

CEO and Founder, The 7 Virtues | Social Entrepreneur
Top 40 Women Keynote Speakers of 2020

Barb Stegemann is widely regarded as a successful social entrepreneur, humanitarian, leading author, and powerful motivational speaker.

An inspirational individual with a unique entrepreneurial vision, Barb revolutionized the industry with her cruelty-free, organic clean fragrance company – The 7 Virtues – after working her way to fame after appearing on the widely regarded *CBC's Dragons' Den* (Canada's version of *Shark Tank*).

Barb's entrepreneurial passion was first ignited when her best friend was severely wounded fighting in Afghanistan. Inspired to help bring peace to this war-torn country, Barb realized that ensuring stability for its people was a key way to support the Afghanistan economy and make effective change; so the vision of her company was born. The 7 Virtues offers clean fragrance products with organic, fair-trade essential oils sourced from a variety of countries that are rebuilding after war or strife, such as Afghanistan, Rwanda and Haiti.

Barb became the first woman from Atlantic Canada to land a venture capital deal with *Dragons' Den* and went on to become the *Top Game Changer* in the history of the popular reality show. In 2017, she was personally hand-selected out of 1,500 applicants to partake in the Sephora Accelerator program. And with only a few chosen to actually sell in Sephora, today, The 7 Virtues is the highest performing fragrance brand in Sephora Canada and a top performer across almost all Sephora USA stores and online, highlighted in the retailer's Clean Beauty Program.

Alongside her social enterprise mission, Barb is also author of the bestselling book, *The 7 Virtues of a Philosopher Queen*, now in its 8th edition. Barb penned this book with the vision of inspiring and empowering people to launch their own companies and create the future generations of budding entrepreneurs, along with ending bullying. Her work has also been the subject of the film *Perfume War*, which has claimed countless awards, including the *Vanguard Award for Cutting-Edge Ideas* and the *Best Humanitarian Film* at the Sedona Film Festival. Watch the trailer www.PerfumeWar.com

Barb has also been fortunate to claim some awards of her own. In addition to being recognized in the *Top 100 Most Powerful Women* in Canada by WXN, Barb won Ernst & Young *Entrepreneur of the Year Award* in the Emerging Entrepreneur category; was ranked in *Profit Guide Magazine's Top 30 Cool and Fabulous Canadian Entrepreneurs*; and has been the recipient of the *APEC Women and the Economy Summit Award* from the US Department of State and the *2019 John C. Maxwell Transformational Leadership Award*. Making history, Barb was named the first female Honorary Colonel of the Royal Canadian Air Force 14 Wing Greenwood base, completing her term in 2015.

As a highly sought out public speaker, Barb shares her motivational story of social enterprise, inspiring others to triumph over adversity and embrace their inner disruptor. Sitting at the helm of a thriving organic and cruelty-free beauty company, Barb covers topics such as stoic principles for business, doing well by doing good, return on love and turning dreams into a reality. She has been featured both domestically and abroad, having moderated panels for the German Marshall Fund and The Clinton Global Initiative, traveled on trade missions with President and Secretary Clinton, and been a keynote speaker on leaderships to major groups from Facebook to Rodan + Fields. A passionate and committed individual, Barb inspires everyone she touches to change the world. *Real Leaders Magazine* ranked her Top 40 Women Keynote Speakers of 2020.



For additional information, please contact Amanda Smeal at amanda@amandasmeal.com or 201.390.7457.

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PEACE PERFUME COLLECTION

VANILLA WOODS

(Madagascar)

Vanilla Woods is made with organic, fair trade vanilla essential oil from Madagascar sourced from a sustainable cooperative that provides families with fair wages and provides them with education and healthcare.

This precious, organic, fair trade vanilla essential oil will alleviate stress in one spritz, calming the soul and soothing the overworked. Its intoxicating formulation is a classic scent with fresh notes of pear, a big heart note of rose and soft caramel and vanilla base notes. The perfect balance of sweet with warm musk and amber. Blend with any of our peace perfumes to create your own signature peace scent.

Aromatherapy benefits include alleviating stress, calming the mind and body, and soothing the overworked.



BLACKBERRY LILY

(Haiti, India and Egypt)

Blackberry Lily is made from organic, fair trade vetiver from Haiti, sustainably sourced davana essential oil from India and geranium essential oil from Egypt. Doing good for the world is doing good for the soul.

A warm scent for cozy gatherings with the ones you love. Enjoy endless compliments! Bring aromatherapy of joy to those around you. This gourmand blend of jammy blackberry and cassis top notes, heart notes of rose, magnolia lily of the valley and davana with base notes of organic vetiver.

Aromatherapy benefits include awakening creativity, stimulating cognitive thinking, and strengthening confidence.



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JASMINE NEROLI

(India)

Jasmine Neroli contains ethically sourced jasmine essential oil from India. It provides financial assistance that supports local agriculture and fosters college programs for the blind to become perfumers.

This natural jasmine essential oil helps keep one remaining positive. This evocative blend is fresh yet sexy, like no other formulation, with healing neroli and soft honeysuckle. Anchored by base notes of labdanum and amber, it's as comforting and soothing as a warm jasmine tea. Ideal for women and men seeking a new interpretation of jasmine, it's sure to quickly become your new favorite.

Aromatherapy benefits include evoking positive emotions, overcoming temptation, and helping focus during meditation.



PATCHOULI CITRUS

(Rwanda)

Patchouli Citrus is made with ethically sourced patchouli essential oil from Rwanda. Helping restore dignity to survivors of the 1994 genocide, the patchouli harvest gives widows and adult orphans their economic independence. Over 150 farmers belong to a cooperative that provides a wage three times higher than that of coffee crops, empowering members to buy homes and school uniforms for their children.

This organic, fair trade patchouli essential oil reduces tension and boost your mood. With wildly complimentary heart notes of sweet peony and rose geranium this is not the hippy scent of the past. This modern, sexy rendition required 25 versions to get to excellence with base notes of sandalwood and amber. For men and women, it also blends well with Rose Amber for the sensual and free- spirited.

Aromatherapy benefits include providing clarity and balance, creating harmony, and lifting spirits.



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ROSE AMBER

(Afghanistan)

Rose Amber features ethically sourced rose natural essential oil from Afghanistan. This perfume builds communities. Farmers earn twice the income through rose than they would through growing an illegal poppy crop. The purchase of this oil frees 1000 seasonal farmers and their families from illegal opium traders. There are 178 hand-picked rose petals in every bottle of Rose Amber.

Our rare and precious rose essential oil is famous for stimulating feelings of love. This adventurous Rose Amber peace perfume is for contemporary women and men who want to leave a better footprint on this earth how than they found it. This is not your grandmother's rose. A scent with heart notes of warm cinnamon and crisp lavender, anchored by base notes of sensual sandalwood and delicious vanilla, this is the warm rose of love. Wear alone or blend with our fresh, bright Orange Blossom for your own signature trademark scent.

Aromatherapy benefits include awakening and energizing, evoking a sense of wellbeing, and inciting feelings of love and romance.



GRAPEFRUIT LIME

(Israel & Iran)

Grapefruit Lime features ethically sourced sweetie grapefruit essential oil from the Sharon Region of Israel with lime and basil essential oils from the Shiraz Region of Iran.

This hero scent is as popular for its demonstrative unifying story as it is for its rejuvenating aromatherapy properties from sweetie grapefruit, lime and basil essential oils. This ambrosial blend is loved the world over with big heart notes of green tea and petit grain. It's warm dry down lasts with notes of bamboo and cedar wood. It's a scent for women and men and blends well with our Vetiver Elemi for a signature peace scent.

Aromatherapy benefits include mood boosting, helping to find your zen, and reducing unwanted tension.



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ORANGE BLOSSOM

(Afghanistan)

The orange blossom scent is made with ethically sourced neroli natural essential oil from Afghanistan and was the original inspiration for The 7 Virtues. By getting paid two times more than its use for the illegal opium trade, farmers are able to keep daughters from forced marriage. It grows and travels on the most dangerous highway in the world to bring a brighter future to over 1,000 seasonal farmers and their families who benefit from the essential oil purchases.

Healing neroli (orange blossom) essential oil is known to reduce anxiety. The bright, fresh orange blossom blends gloriously with the lush, juicy freshness of mandarin and bergamot. Known as the kind perfume, it comes with a warm heart of jasmine anchored by precious amber as a base note. This vegan fragrance is for eco-chic men and women who want a scent they can wear to work in the morning and layer with a bolder Rose Amber at night.

Aromatherapy benefits include relaxing in a fast-paced life, lulling you to a restful sleep, and creating a sense of harmony.



VETIVER ELEMI

(Haiti)

Vetiver Elemi is comprised of ethically sourced organic and fair trade vetiver essential oil from Haiti. It helps sustain farmlands devastated by the 2010 earthquake, where farmers reduce soil erosion by harvesting vetiver root. Over 2500 seasonal farmers receive fair wages and work in an organic environment to provide what is considered the best vetiver oil in the world.

Our organic vetiver essential oil has aphrodisiac properties that blend beautifully with natural pheromones. This unique formulation with precious elemi makes this sensual vetiver a popular scent for women and men. With spicy heart notes of cardamom, cumin and nutmeg, this fresh rendition is anchored with base notes of warm cedar wood.

Aromatherapy benefits include creating a sense of calm and tranquility, while a cooling sensation subtly invigorates the soul.

