

**FOR IMMEDIATE RELEASE**

**The 7 Virtues Peace Perfume Collection Launches at Sephora**

***Socially and Environmentally Conscious Fragrance Brand Selected as Part of Sephora’s New Clean Beauty Initiative to Bring Greater Industry***

***Transparency***

**New York, New York – June 1, 2018 –** [**THE 7 VIRTUES®**](http://www.the7virtues.com/) **–** a socially and environmentally conscious fragrance brand **–** today announces thatits new **Peace Perfume** collection has been selected for **Sephora’s new Clean Beauty initiative**. 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. The Peace Perfumecollection is available exclusively [online at Sephora](https://www.sephora.com/7-virtues?icid2=product_link_brand) and in stores across the U.S. beginning in August.

Designed by Sephora’s sustainability team, The Clean at Sephora platform is a dedicated, curated online and in-store beauty space that will help customers quickly find brands whose products are “formulated without” ingredients such as Sulfates SLS and SLES, Parabens, Formaldehydes, Phthalates, Oxybenzone, Hydroquinone, Triclosan, Mineral Oils and more. A special “Clean at Sephora” seal will identify the featured brands – including The 7 Virtues Peace Perfume collection – so that customers can navigate, learn and shop with a sense of comfort that the work has been done for them.

“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](http://www.perfumewar.com/) 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.](https://itunes.apple.com/us/movie/perfume-war/id1252875879)

For more information about the collection and hi-resolution photos, visit [http://www.the7virtues.com/new-media-page/.](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 entrepreneur Barb Stegemann. Based between Canada and the U.S., 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. The 7 Virtues is featured as part of Sephora’s new Clean Beauty initiative to help demystify and bring transparency to the beauty and fragrance industries.

For more information visit [www.The7virtues.com](http://www.the7virtues.com/)

Connect with us: [Facebook](https://www.facebook.com/the7virtues/)

[Twitter](https://twitter.com/the7virtues?lang=en)

[Instagram](https://www.instagram.com/the7virtues/)

[YouTube](https://www.youtube.com/channel/UCLoBPfZ8k0aPLrHYWrVlxrA)

**Press contact:** Melody Serafino, [melody@thenumber29.com, 413-531-0180](mailto:melody@thenumber29.com)