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**The Body Shop Release New Detox Range**

*The Body Shop Unveils new products in the new "Simply Purify" Wellbeing range.*

EDINBURGH, UK, October 12, 2008 **/24-7PressRelease/** -- The Body Shop has revealed the new products that will make up its new "Simply Purify" range, designed to cleanse and purify the skin.

The "[Simply Purify](#)" products are part of the new [Wellbeing range](#) which The Body Shop unveiled recently in stores around the world and which are also available online.

The Simply Purify collection aims to aid the body's natural detox process and refresh the mind, helping the body to feel purified, rebalanced and revived.

All of the products are preservative free and contain several key ingredients designed to revive the senses, including, rosemary, lemon, eucalyptus, wasabi and Bladderwrack seaweed.

Bladderwrack seaweed is sourced from the Roaring Water Bay Cooperative in the Republic of Ireland. Environmentally-sound and wild-harvested, this seaweed is entirely natural, grown without chemicals or fertilisers, and it's also 100% sustainable due to the frequency and method of harvesting. Its hand cut from the rock with the root left intact, allowing the plant to re-grow. The cooperative invests profits back into the local community, helping build a brighter future for the area.

The Simply Purify range comprises every type of product to help rejuvenate and detoxify the body and mind - a clarifying clay body mask, essential oil, body gel, rejuvenating bath soak and an exfoliant sisal cleanser.

The "Simply Purify" range is part of the new Wellbeing range from [The Body Shop](#), with other ranges to suit your lifestyle needs, from Deep Sleep and Divine Calm to Total Energy.

For further information please contact:

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About The Body Shop:

The Body Shop International plc is the original ethical cosmetics company, now operating across more than 2,500 stores in over 60 markets worldwide. The Body Shop has constantly sought out wonderful natural ingredients from all four corners of the globe to bring you products bursting with effectiveness, to enhance your natural beauty. We strive to use our planet's resources wisely, searching for outstanding natural materials and ingredients from across the globe to include in our range of products. We continue to lead the way, sourcing sustainable palm oil, introducing 100% recycled packaging, and raising funds and awareness to help prevent the spread of HIV/ AIDS, and continuing to support marginalized communities around the world through our Community Trade fair trade programme.

For over 30 years The Body Shop has believed that business has the power to make the right kind of difference to the world. Our unique philosophy continues to drive everything we do, allowing our customers around the world to become 'activists', simply by choosing from our range of products. As Dame Anita Roddick said: "Activism isn't listed on The Body Shop labels as an ingredient, but it is there as surely as the bergamot and hemp oil."