

THE 7 VIRTUES

MAKE PERFUME NOT WAR®

#1 NORTH AMERICAN CLEAN FRAGRANCE BRAND LAUNCHES INTO SEPHORA EU

For Immediate Release (June 18, 2021) — The 7 Virtues®, today's top selling indie clean fragrance brand at Sephora USA and Canada is debuting its most popular vegan perfumes exclusively at Sephora EU in 13 countries including France, Italy, Spain, Germany, Sweden, Denmark, Bulgaria, Poland, Portugal, Czech Republic, Greece, Romania, and Serbia in June.

"I started this journey into perfume after my best friend was wounded serving in the Canadian army in Afghanistan, I wanted to take on his mission of peace while he healed. I realized I didn't have a way, so I created a new way", says The 7 Virtues Founder Barb Stegemann. "My real job is to make rebuilding sexier than destruction; I do this through perfume."

Female founder Barb Stegemann is the author of the best-selling women's empowerment book, *The 7 Virtues of a Philosopher Queen: A Women's Guide to Living and Leading in an Illogical World*. Inspired after her best friend Captain Trevor Greene, Stegemann brought the thesis of her book to life, that women own the buying power, and she harnessed that power for good by sourcing essential oils to help Afghan farmers get off the illegal poppy crop. Her story has sparked international attention and became the subject of the critically acclaimed documentary [Perfume War](#), which won *Best Humanitarian Film* at the Sedona Film Festival and *Audience Choice* at the Sonoma Film Festival.

"We've been making sustainably sourced clean perfume since before it was *cool*," says Stegemann whose products are *Clean at Sephora* certified, vegan and cruelty-free. "Now after over a decade as pioneers in clean beauty, we've cracked the code on how to make a natural, long lasting scent." All of The 7 Virtues fragrances are made with double the normal Eau de Parfum standards, featuring 22 – 30% fragrance oils, and are infused with organic sugar cane alcohol. All of the fragrances are hypoallergenic and formulated without ingredients such as phthalates, parabens, formaldehyde, UV inhibitors, and sulfates.

Each Peace Perfume within The 7 Virtues family has a unique story, made with natural, organic and fair trade essential oils to support nations and communities rebuilding after war or strife. All of the 9 perfumes have aromatherapeutic benefits, specifically focusing the mind, releasing tension, and creating an at peace feeling. The Perfume Oils, which offer gemstone roller applicators to match its aromatherapy to remind you to take time for self-care no matter where you are.

The three scents launching internationally in June include:

- Vanilla Woods (Madagascar)
- Blackberry Lily (Haiti, India and Egypt)
- Santal Vanille (Sri Lanka)

In the Fall, the rest of the collection will launch, including:

- Jasmine Neroli (India)
- Patchouli Citrus (Rwanda)
- Rose Amber (Afghanistan)
- Grapefruit Lime (Israel & Iran)
- Orange Blossom (Afghanistan)
- Vetiver Elemi (Haiti)

The 7 Virtues fragrances are exclusively available in all Sephora USA and Canada stores and online and will be exclusive to Sephora EU.

- Eau de Parfum (50ml spray) – 92,90 €
- Perfume Oil (20 ml gemstone rollerball) – 79,90 €
- Rollerball (11ml EDP) – 33,90 €
- Peace Blend Box Discovery Set (Create Your Own Perfume Sampler Set of 1.5ml x 7 EDP vials) 33,90 €

For more information about The 7 Virtues or Barb Stegemann, and hi-resolution photos, visit [The 7 Virtues Media Gallery](#). The film Perfume War is available on [iTunes](#) for purchase (or [complimentary access](#) for you!) and boasts a 3 minute [trailer](#).

Connect with us: www.The7virtues.com - [Instagram](#) - [Facebook](#) - [Twitter](#) - [YouTube](#)

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About The 7 Virtues:

The 7 Virtues is a Canadian brand based in Nova Scotia and is a leading exemplary socially and environmentally conscious clean beauty brand. Founded in 2010 by entrepreneur and human rights activist Barb Stegemann, The 7 Virtues creates aromatherapy scents with fair trade, organic essential oils and supports farmers in nations rebuilding after war or strife. Stegemann is a Women's Executive Network 'Top 100 Most Powerful Women in Canada' winner. A top selling author, Stegemann wrote *The 7 Virtues of a Philosopher Queen: A Women's Guide to Living and Leading in an Illogical World* currently in its 8th edition, and is subject of the award-winning documentary [Perfume War](#).