

THE 7 VIRTUES

MAKE PERFUME NOT WAR®

INTRODUCING SANTAL VANILLE EAU DE PARFUM AND PERFUME OIL

**FROM THE PEACE PERFUME COLLECTION
EMPOWERING WOMEN AND COMMUNITIES AROUND THE GLOBE
SOCIAL ENTREPRENEUR, AUTHOR & FEMALE FOUNDER BARB STEGEMANN**

For Immediate Release (March 8, 2021) — The 7 Virtues®, today’s top selling new clean fragrance brand at Sephora USA and Canada, is debuting its ninth scent, SANTAL VANILLE, in honor of International Women’s Day.

“I launched my empowerment book and then my first clean perfume over a decade ago on International Women’s Day (IWD) to celebrate women in leadership and to inspire more women to take risks and launch their dreams,” says The 7 Virtues Founder Barb Stegemann. “It’s important we get to parity in leadership in the beauty space, currently less than 4% of the CEOs of beauty companies are women, we need to change that.”

Female Founder Barb Stegemann is a graduate of the Sephora 2017 Accelerate Cohort and author of the best-selling women’s empowerment book, *The 7 Virtues of a Philosopher Queen – a woman’s guide to living & leading in an illogical world*. Inspired after her best friend was severely wounded in Afghanistan as a captain in the military, 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 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.

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. SANTAL VANILLE is made with sustainably sourced sandalwood and black pepper oils from Sri Lanka. The fair wage oils support farmers and provide environmental education programs for women in the community.

“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. VANILLE SANTAL is the first fragrance to launch as a full collection with a 50ml, rollerball and now Perfume Oil, infused with moisturizing jojoba oil to elevate your skin care and aromatherapy regimen. The scents are hypoallergenic and formulated without ingredients such as phthalates, parabens, formaldehyde, UV inhibitors, and sulfates.

The new SANTAL VANILLE is a woody spice blend, reminiscent of a warm cashmere sweater with creamy coconut and cocoa with lasting notes of sustainably sourced sandalwood. It contains 25% fragrance oils and features *top notes* of Coconut Milk, Cardamom, Myrrh Absolute, and Black pepper from Sri Lanka; *middle notes* of Olibanum, Cedarwood, and Vanilla; and *base notes* of Kashmir fushion, cocoa absolute and Sandalwood from Sri Lanka.

As with all the fragrances in the Peace Perfume Collection, SANTAL VANILLE offers aromatherapeutic benefits, specifically focusing the mind, releasing tension, and creating an at peace feeling. Its Perfume Oil, which offers a gemstone roller to match its aromatherapy to remind you to take time for self-care no matter

where you are, features Tiger Eye. This stone, associated with the lower eye Chakras, offers protection good luck, and abundance, while promoting harmony, and balance during difficult times of conflict.

The existing Peace Perfume Collection includes:

- Vanilla Woods (Madagascar)
- Blackberry Lily (Haiti, India and Egypt)
- 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 doors and online in the Clean at Sephora space:

- Eau de Parfum (50ml spray) – \$79 USD | \$97 CAD
- Perfume Oil (20 ml gemstone rollerball) – MSRP \$69 USD | \$89 CAD
- Rollerball (11ml EDP) – MSRP \$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 about SANTAL VANILLE, The Peace Perfume Collection, or Barb Stegemann, and hi-resolution photos, visit [The 7 Virtues Media Gallery](#). For hi-resolution images of SANTAL VANILLE, please visit [our special pre-launch landing page](#). 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 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. Stegemann created the first beauty company in Atlantic Canada to land a venture capital deal on CBC's hit show Dragons' Den (Canada's Shark Tank), named by the show as 'Top Game Changer' for creating a solution to reversing issues of war and poverty through trade, and 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](#). Today, The Peace Perfume Collection, made in New York, USA, is available exclusively at Sephora USA and Canada doors nationwide and online, where it is a part of the Clean Beauty Initiative and holds position as the retailer's best-selling new clean fragrance brand.