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The 7 Virtues wins Chatelaine Beauty 100 Award

Halifax, Nova Scotia, August 2nd - The 7 Virtues Vetiver of Haiti Eau de Parfum has been selected as a **Chatelaine 2012 Beauty 100 Winner** by Chatelaine's panel of the country's top beauty experts. Chatelaine's annual Beauty 100 list is a favourite with more than 4 million Canadian readers and the Beauty 100 seal is recognized by Canadian women as a mark of excellence.

"Our fragrances are known and loved for their essential oils sourced to rebuild nations in strife," says Barb Stegemann, CEO, The 7 Virtues Beauty Inc. "This Chatelaine Beauty 100 award is earned by products that stand alone exquisite in and of themselves, so this acknowledgement is important for us because it proves we can also deliver the best fragrances in Canada."

Vetiver is a root planted in Haiti that helps prevent erosion. In Haiti, where most of the trees were cut down, this root is important to the farmers' livelihood. It is then distilled down into an essential oil that has historically been used for men's fragrances.

"Patience is required when sourcing oils from nations rebuilding, but it is well worth the effort," says W. Brett Wilson, Partner The 7 Virtues Beauty Inc. "After the cholera outbreak and then the election, the oils finally arrived in Canada and the reward? We sourced what is considered the best vetiver oil in the world." The Vetiver oil was sourced through Building Markets, an NGO that acts as a matchmaker between businesses and suppliers rebuilding their countries.

www.buildingmarkets.org

Vetiver of Haiti is an uplifting fall/winter scent for both women and men. **Top Notes:** Bergamot, Lime tree. **Middle Notes:** Tarragon, Nutmeg and Fern **Base Notes:** Precious Organic Vetiver Oil from Haiti, Sandalwood and Amber.

About The 7 Virtues - launched in 2010 with its head office in Halifax, Nova Scotia. Fragrances include **Afghanistan Orange Blossom, Noble Rose of Afghanistan and Vetiver of Haiti.** Fragrances available at **The Bay \$70** for 50ml across Canada and online www.thebay.com

The award winning fragrances are made in Canada, free of parabens and phthalates, and are vegan. The 7 Virtues received the **Women's Innovator Award** for the entire economy of Canada from the US State Dept at the APEC Women and the Economy Summit 2011 hosted by Hillary Rodham Clinton. To learn more visit www.the7virtues.com

Media Contact – Tina Liapis – info@the7virtues.com Telephone: 902 446-0400