

THE 7 VIRTUES

FOR IMMEDIATE RELEASE

The 7 Virtues Launches BLACKBERRY LILY Eau de Parfum Pure

Toronto, Ontario – January 7, 2020 – [THE 7 VIRTUES®](#) – the first clean perfume brand to promote and build peace invites everyone to kick off 2020 with a continued vision of rebuilding nations with its new BLACKBERRY LILY Eau de Parfum Pure. Launching exclusively at Sephora stores across the USA and Canada in the Clean at Sephora space on **Valentine’s** February 14th.

Made with organic, fair trade vetiver oil sourced from Haiti and blended with sustainably sourced Davana oil from India and Geranium from Egypt, BLACKBERRY LILY is a warm winter scent. With a gourmand blend of jammy blackberry and cassis top notes, big heart notes of rose, magnolia, lily of the valley and davana, with warm base notes that welcome endless compliments of vetiver, patchouli, cedar, caramel, geranium and amber base notes.

“After the sweet success of our VANILLA WOODS scent at Sephora, made with organic, fair trade vanilla from Madagascar, I began to observe a real love of warm scents with a light twist of sweet off the top,” says Barb Stegemann, founder of The 7 Virtues. “I’ve travelled to Haiti on trade missions and volunteered there teaching women marketing and I wanted to come up with a newer version of our Vetiver but merge other fair trade essential oils from other nations and still follow the scent style of our VANILLA WOODS.

BLACKBERRY LILY Eau de Parfum Pure is part of the Clean at Sephora Collection. The Clean at Sephora platform is a dedicated, curated online and in-store beauty space that helps 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 identifies the featured brands – including The 7 Virtues Peace Perfume collection.

Founded in 2010 by entrepreneur and human rights activist Barb Stegemann, a graduate of the **Sephora Accelerate Cohort**, The 7 Virtues creates aromatherapy scents made with fair trade, organic essential oils and support farmers in nations rebuilding after war or strife. Their collection is available exclusively [online at Sephora](#) and in stores across Canada and the U.S.

Featuring eight 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 7 Virtues fragrances are made with **natural, organic and fair trade essential oils** to rebuild communities Afghanistan, Haiti, India, Iran, Israel, Madagascar, and Rwanda and beyond.

The collection includes the following scents

- BLACKBERRY LILY (Haiti, Egypt, India)
- 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 Film at the Sedona Film Festival and Audience Choice at the Sonoma Film Festival.

For more information about the collection and hi-resolution photos, visit <https://the7virtues.com/contemporary/media/>

Available formats:

50ml spray EDP – MSRP \$97 CAD – \$77 USD

11ml rollerball EDP – MSRP \$37 - \$29 USD

1.5ml x 7 EDP vials of Create Your Own Peace Perfume Sampler Set – MSRP \$38 CAD \$29 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

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