

World Environment Day

The Body Shop Reforesting Indonesia by Planting One Thousand Two Hundred Trees

June 5th is World Environment Day, where we, as citizen of the world, are once again reminded about the importance of taking care of this earth together. With that, The Body Shop® Indonesia has committed to be a role model in retail business that gives its highest commitment on preserving the environment. On this World Environment Day, The Body Shop® work together with WWF-Indonesia for reforesting Indonesia. WWF-Indonesia, which is a part of the WWF network and its affiliates, is an independent organization that shares the same commitment in preserving the environment, working in 100 countries in the world.

The cooperation will be done through the NEWtrees program, by planting 1.200 trees that will be planted at The Sebangau National Park, in Kalimantan Tengah (Central of Borneo). Deforestation and forest fire had destroy 60.000 hectare of The Sebangau National Park, and 12.000 hectare is in dire need of restoration or reforestation. The planting of 1.200 trees is also a form of support from The Body Shop® Indonesia towards President Susilo Bambang Yudhoyono's plan to plant a billion trees in 2010 campaign.

The uniqueness of the NEWtrees program is that each trees will be named after The Body Shop® stores in Indonesia, including five new stores that will be opened in 2010. It has been the company's policy to donate a number of trees for every new stores it wishes to open. Since 2007 The Body Shop® Indonesia has planted over 11.000 trees at Ecopark in Cibinong and Klotok Mountain, in Kediri.

Appreciation will be given to medias that has shown support for The Body Shop® Indonesia during every Social and Environment Campaigns, by planting five trees on their behalf. The Body Shop® Indonesia also invite them to support the NEWtrees program.

Especially for The Body Shop®'s member, who have purchased our products in amount of Rp 500.000,00, can also participate on this program, because The Body Shop® will also plant a tree on their behalf.

Every one that has been invited by The Body Shop® in this program, can search the location of their trees and monitor its growth on *Google Earth*. The trees will be planted by the end of 2010. As a sign of appreciation for those who have participated in this program, The Body Shop® will also give a certificate from NEWtrees and WWF-Indonesia.

Still on the effort of reforesting Indonesia, The Body Shop® Indonesia also support the emergence of website

like www.iklimkarbon.com, which is a portal that contains up-to-date and comprehensive information about climate change, to educate and bring awareness to society.

The Body Shop® is a brand that consistently applying green behavior which later communicated to its customer and public. One of the forms of commitment from The Body Shop® Indonesia is increasing their employees 's contribution for the environment. As an internal activity, on June 3rd 2010, The Body Shop® Indonesia employees, with Sanggar Ciliwung, will help clean up Ciliwung river in Jakarta. Sanggar Ciliwung is a community on the outskirts of Ciliwung River, lead by Romo Sandyawan, that is active on social environment activities.

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