

# The Body Shop Revives 80s Favourites

THE BODY SHOP.

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The Body Shop has announced it is bringing back some of its most popular products from the 80s for a limited period.

The Body Shop is re-introducing classic products, now featuring new retro packaging. Old favourites such as Fuzzy Peach, the Banana collection and Ice Blue are all present, as well as a range of cleansers and moisturisers for face and body, and hair care products.



Other [original](#) products included in the range are Dewberry Bath and Shower Gel, with a fragrance still fondly remembered by almost half of British women\* (44%) and now containing Community Trade aloe vera, specially selected for its ability to soothe and hydrate skin. Cucumber Cleansing Milk is also making a return, to help cleanse without drying the skin. In addition to gentle cucumber extract, the Cucumber Cleansing Milk features Community Trade organically grown soya oil.

[The Body Shop](#) customers can also have their say about which products from the 80s they'd like to see make a comeback by visiting the company's website and voting on the items they'd like back on shelves.

With its strong and unique heritage, The Body Shop was founded by Dame Anita Roddick in 1976 and has taken a place in the hearts of British women. A survey\* showed that two-thirds of women fondly recall its 1980s campaigning against animal testing (63%) which today remains uncompromised, and its innovative use of natural ingredients (60%). A brand known for taking pioneering steps forward, in the 1980s its introduction of fair trade ingredients is still remembered by one-third of British women (31%).

The Body Shop has consistently developed new innovative ways of helping protect the planet through its use of packaging, with products in the originals collection now packaged in 100% PCR PET (made from post-consumer recycle).

Notes to Editors:  
\*Survey conducted by YouGov, July 2009

**About The Body Shop**  
The Body Shop International plc is the original ethical [cosmetics](#) company, now operating across more than 2,500 stores in over 60 markets worldwide.

The Body Shop strives to use the planet's resources wisely, searching for outstanding natural materials and ingredients from across the globe to include in its range of products. The company continues to lead the way, sourcing sustainable palm oil, introducing 100% recycled packaging, and raising funds and awareness to help prevent the spread of HIV/ AIDS, and continuing to support marginalized communities around the world through its Community Trade fair trade programme.

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