



Internet In Our Lives

Women Reclaiming Lunch, Finding Rest and Relaxation on the Internet *The First Online Lunch Destination Opens At thebodyshop.com*

(NAPSA)—Lounging on the Internet has become the new way for women to rest and relax, according to research released today by The Body Shop, the international beauty goods retailer. A recent survey from thebodyshop.com polled 1,509 working women aged 18 to 54 and found that 50 percent claim to have 1 hour or less of personal time every day.

To make every minute of the day count, women are using lunchtime as their “golden hour,” with 82 percent not working through lunch but instead using the time to pamper themselves, run errands, see friends, or otherwise take care of their own personal matters. And, 54 percent of women say they are “relaxing on the Internet” during lunch every day—sending e-mails, surfing the Net or shopping online—as a means to escape from their daily pressures while still at their desks.

To provide women with a true lunch break, The Body Shop has launched the Lunch Lounge, the first online destination exclusively open during lunch, at its new e-commerce Web site, thebodyshop.com. Thebodyshop.com offers women special “lunchtime only” beauty deals, pampering tips that fit into busy schedules and suggestions for getting involved to make a difference in the world community. The Lunch Lounge is open exclusively between noon and 5 p.m. EST (9 a.m. to 2 p.m. PST).

Also planned for the Lunch Lounge are beauty tips and top product picks by renowned celebrity make-up artist Chase



Lunchtime is becoming an ideal time for many professional women to browse popular Web sites created for their fast-paced lifestyle.

Aston, international beauty consultant for The Body Shop. Mr. Aston has worked with the most famous names in entertainment and high fashion, including Britney Spears, Cameron Diaz, Tyra Banks and Heidi Klum.

Today during their lunch hour women:

- Relax on the Net (e-mails, surfing the Net or Shopping Online): 54 percent
- Run errands: 36.1 percent
- Work: 18.3 percent
- See friends or family: 17.2 percent
- Shop in stores: 14.6 percent
- Exercise: 79 percent

“Our survey demonstrates that women’s lives are busier than ever in today’s age and that lunchtime is the hour that women take care of themselves,” said Mariam Naficy,

Vice President of E-Commerce, The Body Shop. “We are committed to empowering women to look and feel their very best, and we created The Body Shop Lunch Lounge to help women recharge in a way that is meaningful for them.”

At The Body Shop Lunch Lounge, women will be able to reclaim their lunch hour and “feast” on unique items such as:

- “Lunch Specials”—Section showcasing daily/weekly product specials/discounts/coupons
- “Feed your...”—Weekly/biweekly section giving consumers ideas on how to pamper/take care of different body parts
- “Daily Nibble”—Section featuring a new inspirational quote each week
- “Try This”—Section including links to additional fun Web sites for women (non-competitive)
- “Recipe of the Week”—Section including glossary of ingredients and their beauty/health benefits.

Study Design

This research project was conducted in June 2004 by Impulse Research Corporation to learn more about women’s current views on personal time. This survey was conducted online with a random sample of 1,500 women—all members of the CyberPulse Advisory Panel.

The Advisory Panel has been carefully selected to closely match U.S. population demographics. The overall sampling error for this survey is +/-3 percent at the 95% level of confidence. There are also other sources of error in all polls or surveys, more than with theoretical calculations of sampling error. This online sample was not a probability sample.

Note to Editors: The Body Shop International plc has over 1,900 shops in 52 countries worldwide. The Company is not simply a global retailer of toiletries and cosmetics. We are committed to environmental protection and respect for human rights; we develop trading relationships with communities in need; we are against animal testing in the cosmetics industry; and we encourage education, awareness and involvement among our staff and customers.