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MAKE YOUR LIPS SPARKLE, HELP A CHILD SHINE

Until Christmas 2011 every time you buy one of the 100% natural, Roll-on Lip Oils from The Body Shop, the store will donate 50p to one of the four 'Child Friendly Spaces' pioneered by Children on the Edge for vulnerable children across the globe.

This new product has only been available from July and each of the five flavours are made entirely from natural oils and ingredients. The oils not only give a natural sheen and moisturisation for lips, but now give something back to some of the most vulnerable children worldwide.

The Child Friendly Spaces set up by Children on the Edge are structured and safe environments where children can meet each other to play, learn to deal with the risks they face, be involved in educational activities and relax. It gives the children a sense of safety, structure and continuity amidst overwhelming experiences.

Money raised through the sale of the lip oils will be going to Child Friendly Spaces in East Timor where children post conflict have had the opportunity to be children again and to Indonesia where communities are re-building their lives after the Tsunami. It will go Moldova where employment is so scarce that many parents migrate to find work, leaving their children at risk of trafficking.

Funds raised will also go to Bangladesh where poverty levels are at a level where many children have to work alongside their families to survive, instead of gaining an education. Each afternoon Children on the Edge gives these children a safe place to break from work and to learn, rest and play with their friends.

Ben Wilkes from the charity says "We're incredibly grateful to have this support from The Body Shop, it's fantastic to think each time someone buys a lip oil it will fund one of 750 children for a day attending our Child Friendly Spaces".

The roll-on lip oils are available in The Body Shop stores across the UK and online at www.thebodyshop.com. You can find out more about Children on the Edge and their work at www.childrenontheedge.org.

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