

Read the text about Anita Roddick, the founder of The Body Shop.

- Then complete the sentences (1–8) using a maximum of 4 words.
- Write your answers in the spaces provided.
- The first one (0) has been done for you.

How the Body Shop Was Born

Born in 1942 to Italian immigrants, Anita Perilli grew up in an era of hand-me-downs and food shortages. As her family struggled to make ends meet, her mother, Gilda, taught Anita how to use mayonnaise as conditioner and beetroot juice as blusher. Anita trained as a teacher, then travelled the world for two years before returning to England, where her mother introduced her to Gordon Roddick, a regular customer of her café-cum-club. Their bond was instant and, at 26, they both shared a belief that relationships are best when both partners remain free spirits.

Five days after they met, Anita moved into Gordon's flat and they opened a restaurant, Paddingtons, in Littlehampton. When they married in 1970, they already had a daughter, Justine, and their second, Sam, was on the way. But the couple had to accept that their entrepreneurial venture wasn't going to plan, and quit. Gordon responded by embarking on a long-term dream to travel from Buenos Aires to New York on horseback. In contrast, Anita decided to open a shop that would allow her more time with her family. Inspired by her mother's lessons, she focused on skincare. "My only business acumen was Gordon's advice to take sales of £300 a week" she said. "My aim was to create a product so good that people would pay for it."

And so, in 1976, in Brighton, The Body Shop was born. With its trademark green decor, the premise was to provide high-quality, ethical skin- and haircare products. There wasn't enough money to buy fancy containers, so instead Anita stocked up on cheap plastic bottles used by hospitals to collect samples. Gordon was still trekking the Americas, so with the help of her friends, she set about filling each one with creams, handwriting the labels, and asking customers to bring them back for refills. It was the start of a reusing and recycling culture that would encapsulate The Body Shop brand.



Anita's pursuit of environmental and social change dovetailed with a wider public appetite for ethical products; within six months she opened a second shop. By now, Gordon was back and had come up with the idea for 'self-financing' new stores through a franchise network. The company went public in 1984. For the next two decades, Gordon remained in the shadows working full-time on the business, while Anita was the face and voice of their campaigning. They were a formidable team: Gordon was the business brain; she provided the passion. In his words, "She dreams and I make her dreams come true."

It was pioneering work. The Body Shop's signature products (nobody survived the 80s without Peppermint Foot Cream and Brazil Nut Conditioner) caught the consumer imagination and put her company on the map. She was not a natural speaker, but it was her enthusiasm that made people pay attention. By 2006, The Body Shop had 2,045 stores in 51 countries and was considered a cultural phenomenon. It earned the Roddicks £51 million, and Anita the title of ninth most admired and powerful female on the globe.

In fact, it was a fear of dying rich that worried Anita the most. "Money does not mean anything to me," she said. So, in 2004, she started giving money to different charities and, in 2006, she made the controversial

decision to sell The Body Shop to cosmetics giant L'Oréal for £652 million. There was deep criticism of the choice, but she insisted that "the work that they do is honourable."

0	To save money on cosmetics, Anita ____.	<i>used mayonnaise as conditioner</i>
1	At the beginning of their relationship Anita and Gordon ____. (Give <u>one</u> answer.)	
2	After starting a family, Gordon ____. (Give <u>one</u> answer.)	
3	Influenced by a relative, Anita's store ____.	
4	Anita requested that her clients ____.	
5	Anita's husband thought of a way to ____.	
6	While Gordon looked after the finances, Anita ____.	
7	Due to its international presence, Anita's shop was ____.	
8	People disapproved of Anita's choice to ____.	