

Exhibit B

Bath & Body Works

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Bath & Body Works, LLC. is an American retailer under the **L Brands** (formerly Limited Brands) umbrella, along with *Victoria's Secret*. It was founded in 1990 in *New Albany, Ohio* and has since expanded across the **United States**, *Canada*, *Chile* and *Peru*.^{[1][2]} In 1997, it was the largest bath shop chain in the United States.^[3] It specializes in shower gels, lotions, fragrance mists, perfumes, candles, and home fragrances. Bath and Body Works has been known to reuse scents from the past and give them a new name and look.

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History [[edit](#)]

Bath & Body Works was founded in 1990 in New Albany, Ohio. The company's first store opened in a *Cambridge, Massachusetts* mall in September 1990.^[4] In 1997, a secondary brand called Bath & Body Works at Home was launched.^[3] The division was then named Statkin before being named what we today know it as the White Barn Candle Company.^[*citation needed*]

Bath & Body Works launched both a seasonal catalog and a website in 2006. In November 2006, the company launched its first television commercial advertisement.^[5] Net sales as of January 28, 2006 were \$2.3 billion, significantly higher than all other L Brands companies other than *Victoria's Secret*.^[*citation needed*]

In July 2008, the company announced that it was opening six locations in Canada. With the company acquiring Canadian-based *La Senza*, they felt it was the opportunity to move into a growing *Canadian* market, with *The Body Shop* being its main competition.^{[6][7]}

Bath & Body Works operates more than 1,600 stores.^[8] In October 2010, it opened its first stores outside of North America in *Kuwait*, by the franchise giant *M.H. Alshaya*.^[*citation needed*]

Products [[edit](#)]

Bath and Body Works stocks a wide range of bath and beauty products in the United States. The retail store has products ranging from candles to hand soaps. The products are a part of one of the brand's main segments, body care, hand soaps and hand sanitizers and home fragrance.^[*citation needed*]

Body care [[edit](#)]

The body care segment has multiple collections within it. These collections include Signature collection, Retired fragrances,C.O. Bigelow, Coco Shea, *Aromatherapy* and Travel-sized Body Care. The Signature collection includes shower gels, body lotions, body creams, fragrance mists and body scrubs, with items that are tailored to both men and women. C.O. Bigelow has products for both men and women. Products include, shave foam and cream, mentha body (body buffer, body wash, body lotion, bar soap and lip care), C.O. Bigelow lemon and C.O. Bigelow Barber.

The Aromatherapy collection has body care items such as body lotions, body creams, body scrubs, shower gels, massage/ body oils, and pillow/all over mists.

The Travel Body Care items are 3-ounce bottles of body lotion, shower gel, fine fragrance mists and body creams. The Aromatherapy collection also has a limited selection of products in the Travel Body Care collection.

References [[edit](#)]

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- ↑ *Elleview.com*. Elleview.com. Retrieved on 2013-07-26.
- ↑ The Canadian Press. "Bath & Body Works takes plunge into Canada" *CBC.ca*. July 10, 2008. Retrieved August 20, 2008.
- ↑ Mah, Bill. "Body Shop aims to boost its green cred" Archived May 19, 2015, at the Wayback Machine. *The Edmonton Journal*. August 8, 2008. Retrieved August 20, 2008.
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External links [[edit](#)]

- Bath & Body Works website
- Neil Fiske Article
- Diane Neal Article

Bath and Body Works, LLC.	
Bath & Body Works®	
Industry	Retail
Founded	August 3, 1990, 29 years ago <div>New Albany, Ohio, U.S.</div>
Headquarters	Columbus, Ohio, U.S.
Products	Bath, beauty, fragrance, and candles
Revenue	US\$ 2.285 billion (FY '06)
Parent	L Brands
Website	bathandbodyworks.com



A Bath & Body Works in Rapid City, South Dakota

V · T · E	L Brands	[hide]
Current	Bath & Body Works · C. O. Bigelow · Victoria's Secret · The White Barn Candle Company	
Former	Abercrombie & Fitch · Express · Galyan's · Henri Bendel · Lane Bryant · Lerner New York · The Limited · La Senza · The Limited Too	

Categories: L Brands brands | Retail companies of the United States | Companies based in the Columbus, Ohio metropolitan area | Retail companies established in 1990 | 1990 establishments in Ohio

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