



Anita! The Woman Behind the Body Shop

Jules Older Lisa Kopper Illus.

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Who would have guessed that Anita Roddick, founder and CEO of *The Body Shop* cosmetic stores, once dressed in rags and chains and screamed at the top of her lungs for a school talent show? And won first prize? Anita! *The Woman Behind the Body Shop* includes this and many other anecdotes from the life of one of the most unconventional and successful women entrepreneurs today. Fifteen short chapters chronicle her journey from a somewhat impoverished childhood to a millionaire and socially active businesswoman. Being evicted from a “blacks only” club in South Africa, getting married while pregnant with her second child, and renting the first Body Shop storefront while her husband was on a 2,000-mile horse trip are only a few of Anita’s adventures described.

Written in a breezy, conversational style, this light biography also contains tips on looking your best and a sampling of environmental suggestions. Colored-pencil illustrations by Lisa Kopper are a cheerful accompaniment. Young girls, ages 9 to 14, looking for strong role models will appreciate this portrayal of a new kind of businesswoman: one who can combine financial success with an awareness of global social responsibility.

LEIGH FORREST (July / August 1998)

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