

## Text types

1. In pairs, look at the list of words. Using any categories you deem fit, organise them into groups. Give titles to your groups.

age	aged	approach	beauty	bodies
body	book	brain	business	came
campaigns	can	candid	carried	chains
change	chemists	concocted	connected	cosmetics
department	died	end	environment	face
feminist	fun	good	gorgeous	haemorrhage
hair	important	industrial	laboratory	lead
lotions	made	market	natural	opened
ourselves	pamper	present	produced	radical
salons	self-help	sensibility	sensuous	shop
simulate	sisterhood	soaped	social	sold
stores	tested	time	traded	women
works	year			

2. Share your ideas with another group and compare your titles and categories to look for similarities and differences.
3. Consider the meaning and the connotations of the following words:
- **Pioneering:**
  - **Green:**
  - **Entrepreneur:**
  - **Profits:**
  - **Ethical:**
4. Select 5 significant words from the above table and explore the meanings/connotations of these.
5. Now read the text noticing any linguistic features which reinforce this perception.

## Dame Anita Roddick

Pioneering green entrepreneur who used the profits of her ethical beauty business for a campaign for a better world

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**Wednesday September 12, 2007**

**Guardian**

Dame Anita Roddick, who has died aged 64 after a brain haemorrhage, opened her first Body Shop in Brighton in 1976. The year is important. The beauty business was not then about bodies, which were merely the soaped tail end of the face and hair market, its lotions laboratory tested, industrially concocted and sold through chemists' chains or the phoney salons of department stores.

None of this connected with the 1970s change in how women wanted to pamper and present themselves. The Body Shop came from that radical sensibility that produced the self-help book *Our Bodies, Ourselves* (1973), much twaddle about sisterhood, and the notion, which Roddick traded on, that natural cosmetics could be feminist. She was always candid that nothing she made could stave off age or simulate gorgeousness, but you could have sensuous fun using it. She carried over that approach - a good time can lead to good work - to her business, and to her social and environmental campaigns.

For the rest of this article see: <http://www.guardian.co.uk/obituaries/story/0,,2166971,00.html>