



Units 1-3 SKILLS TEST

In Time for First B2

Name Class

READING

Environmental pioneers

Anita Roddick was one of the most significant business people of her generation. The Body Shop is an immensely successful business, which made its founder a multi-millionaire. However, success didn't come overnight to Anita and she faced a lot of criticism for supporting ethical business causes and for her unconventional management style.

Anita was born in a small town on the south coast of England in 1942. Her parents were Italian immigrants who had left Naples before the Second World War. Anita grew up with her three siblings. Her parents divorced when she was nine and her mother re-married soon after.

After leaving school, Anita trained to be a teacher and travelled widely before meeting her future husband, Gordon Roddick, and getting married. Anita and Gordon already had two children when they set up their first shop. Before

Anita had the idea of opening a shop selling natural beauty products, they tried running a shop selling picture frames, a restaurant and a hotel.

The first Body Shop, which opened in the village where they lived in 1970, was very modest. It only sold fifteen different products. Anita got the ideas for her natural beauty products during her travels round the world. She used to speak to local women in the countries she visited and ask them what they put on their skin to keep it in good condition. When she returned to the UK, she adapted these ideas and produced her own range of creams, lotions, shampoos and shower gels made from natural ingredients. All the products were packaged in simple, re-usable plastic bottles which customers could return to the shop to be refilled or recycled. The Body Shop was one of the first shops to consider the impact of their products on the environment, and as a result, influenced many other businesses. Anita was keen for The Body Shop to look different from traditional cosmetics shops. Even today, the interior of the shops looks natural and the products are displayed simply and clearly. Customers can browse and try samples before buying. Anita also wanted her customers to know exactly what they were buying and how the products were made so information about each product is displayed in the shop for customers to read.

The shops were very successful and by 1990, nearly every town in the UK had a branch of The Body Shop. Soon shops were appearing in countries all over the world and the range of products on sale had expanded to include many exotic, colourful beauty items. However, Anita wasn't only interested in increasing sales, she saw business as a way of communicating ideas, supporting political campaigns and raising awareness of environmental and ethical issues. In the 1990s, people started to become more aware of environmental problems and The Body Shop was a leading campaigner in this field. Not only did The Body Shop promote minimal product packaging and recycling, but it also took an interest in all its workers, including the people in developing countries who were producing their beauty products. The Body Shop uses ingredients from renewable sources and has never used endangered species of plants. Unlike many other cosmetics companies, they have always been against testing cosmetics on animals.

In 2003, Anita Roddick resigned as head of The Body Shop and sold the business to a multi-national company. The Body Shop continues to be a successful company in many countries round the world today.

Anita Roddick continued her work in support of animal rights, ethical trade and the environment until her sudden death in 2007.



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1 Read the text and choose the correct alternative.

- 1 The Body Shop
 - A is a chain of beauty product shops.
 - B was a chain of beauty product shops.
 - C has closed recently.
- 2 Anita Roddick
 - A has been working for the company since 1970.
 - B worked for the company until 2003.
 - C never worked in a shop.
- 3 When the first shop opened,
 - A it sold a wide range of products.
 - B it didn't have many customers.
 - C it was different from other cosmetics shops.
- 4 The Body Shop was one of the first companies to
 - A use natural products.
 - B use plastic bottles.
 - C re-use and recycle plastic.
- 5 To Anita Roddick, business was
 - A just about selling a lot of products.
 - B about giving people new ideas to think about.
 - C about being a successful manager.



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2 Read the text again and answer the questions.

- 1 Where and when was Anita Roddick born?
- 2 What were her family origins?
- 3 What was Anita's first choice of career?
- 4 Where did she find out about natural skin products?
- 5 What were the advantages of The Body Shop's packaging?
- 6 In what ways was The Body Shop different from traditional cosmetics shops?
- 7 What did Anita want The Body Shop customers to do?
- 8 How did Anita Roddick see business?
- 9 In what ways does The Body Shop take an interest in ethical and environmental issues?
- 10 What is The Body Shop's opinion of testing beauty products on animals?



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LISTENING

- 3  02 Penelope is applying for the position of Sales Junior at Classy Cosmetics. Listen to the recording of her video curriculum and answer the questions.

- 1 When did Penelope graduate?
- 2 Where is Penelope's mum from?
- 3 What are Penelope's language skills?
- 4 What is her past work experience?
- 5 Why did she stop working for the clothing company after her work placement?
- 6 What are Penelope's interests?
- 7 Why would she like to work in the cosmetics industry?
- 8 What's Penelope's availability?
- 9 What would Penelope's salary be?
- 10 Would she be happy with this salary?