Body Shop India partners with WWF to protect endangered species

By Maverick Martins - 13 December 2016

The Body Shop India has collaborated with WWF India to protect endangered animals like orangutans, tigers and monkeys.

Bollywood actress Jacqueline Fernandez, the cosmetic brand's ambassador, has also supported the initiative.

Fernandez said in a statement: "Through my association with the brand, I want to share my concern towards wildlife and want people to be more aware socially and morally."

"The initiative towards protecting nature and wildlife is a tremendous move towards humanity and being responsible," added the Sri Lankan beauty.

Shoppers will be able to help protect some of the world's most endangered species this Christmas by buying gifts from the brand.

Every selected gift sold will help protect endangered animals in Vietnam, Malaysia and Indonesia and endangered habitat in Vietnam.