Since its creation, L'OCCITANE has continued to grow and has found its meaning in its desire to share projects with others: the revival of forgotten cultivations (such as the immortelle or almond tree), co-development with the women who collect shea butter in Burkina Faso, and programs to help the visually impaired (with Braille labeling and a partnership with the NGO ORBIS, since 1999). Today, these projects are supported by the L'OCCITANE Foundation. «It was absolutely essential that every member of the L'OCCITANE workforce should identify with our work», explains Bénédicte Menanteau, who heads the Foundation. «And so we chose three fields of action that are rooted in the history of the brand: visual impairment, support for enterprising women in developing countries, and developing and safeguarding the knowledge of Nature in Provence». The Foundation does more than just finance worthy projects; more often than not, it is the Foundation that initiates them. As for projects that are conducted in coordination with other institutions, the Foundation always strives to participate in as many ways as possible, and particularly by making available to those institutions the time and skills that L'OCCITANE has to give. Bénédicte Menanteau defines her mission by: «We take the best that the company has to offer, and we make it grow». Main actions in 2006-2007: - ORBIS operation, 2007: «a soap to save sight», in October. - Financing of a project to prevent blindness in Burkina Faso: an anthropological study organized by the CNRS (French national scientific research center), the results of which will be used for a prevention and treatment campaign. - Creation and implementation of qualified training, aimed at helping the visually impaired to enter working life. - Creation and construction of an literacy center for women and girls in Burkina Faso, with the Bangre Noma association. - Restoration of the Salagon ethno-botanical garden (in Provence).
Collecting, harvesting, picking olives, gathering grapes… Thru them all, I discovered, with L’OCCITANE, a passion for skills and techniques and a desire to pass them on. In every bottle, behind every label, are wonderful scents and expert skincare. But there are also tales of encounters, of know-how carried down from one generation to the next, and of human adventures…

The L’OCCITANE Foundation has now entered its second year. This is not the end of the story, but a new beginning… In Burkina Faso, alongside the plant where shea butter is processed for L’OCCITANE, the Foundation has now officially opened a literacy training center for girls and women. Its name is Bangre Noma – which means, in the Mo roku language, «there is nothing greater than knowledge.» Given the tremendous scale of what needs to be done in the region, this project is almost insignificant, a mere drop in the ocean. But it is through such a project that the brand exists and finds its meaning and purpose. Ever since that day when I used my first still, over thirty years ago, each of our choices has been guided by this dual desire: to protect and to hand down. Olivier Baussan, L’OCCITANE Founder.

Our commitments

Natural products

We follow the principles of phytotherapy and aromatherapy, use no animal products (except for beehive products: honey, royal jelly and propolis) and test our products under medical supervision.

We prefer to use plant oils in our face care formulas rather than mineral oils. We limit the use of silicones, chemical sunscreens, paraben preservatives and also offer Ecocert-certified organic formulas.

The environment

Our active ingredients are of plant origin and, as far as possible, derived from organic agriculture. Both our products and the materials used in our boutiques are designed to respect the environment.

We limit the use of packing material and the cardboard, paper and wood that we use comes from sustainably managed forests. Our production factory also sorts and recycles its waste and limits its energy consumption.

Respect

For 30 years we have chosen not to test our products on animals. We have also been committed to supporting traditional production methods by using AOC (controlled origin label) ingredients, Ecocert-certified organic ingredients and through co-development (Shea Butter in Burkina Faso).

We lead a program of action to help the visually impaired by the use of Braille labeling on most of our products.
L’OCCITANE combines the effectiveness of plants and their perfect affinity with the skin in six skincare ranges. Each ingredient is used for a specific need and skin type:

- **ALMOND-APPLE**: protection against the first signs of aging.
- **IMMORTELLE**: for anti-aging action and a more even complexion.
- **SHEA BUTTER**: nourishing care and protection for dry skin.
- **SHEA & COTTON**: comforting care for sensitive skin.
- **OLIVE**: radiance-boosting and moisturizing* care for normal and dull skin.
- **RED RICE**: balancing and purifying care for combination and oily skin.

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What is a L’OCCITANE product?

By Jean-Louis Pierrisnard, director of the Research and Development department.

Above all, it is the choice of ingredients that defines a L’OCCITANE product. In terms of quality and traceability, our criteria are very strict and rigorous. We always strive to use natural ingredients of plant origin and, whenever possible, derived from organic agriculture.

But there is also a story behind all of our products, most often related to the land of Provence: a forgotten traditional cultivation (almond); an AOC controlled origin label (lavender, olives); or, as in Burkina Faso, a sustainable development program (shea butter).

At the heart of L’OCCITANE there is also a laboratory, which continually explores the principles of aromatherapy and phytotherapy. Defining active ingredients, creating patented complexes… We believe in bringing together time-tested knowledge, nature and research. Our researchers are devoted to creating products that offer not only results, but also pleasure. From its texture to its fragrance, a L’OCCITANE product offers a delicious moment of sensory delight.
In 2003, L’OCCITANE decided to start the first immortelle field in Upper Corsica. Until then, this flower of the Corsican landscape had never been successfully domesticated. However, once its extraordinary anti-aging properties had been discovered, it became highly sought after. The picking of wild immortelle became increasingly common, putting at risk the beauty of the Corsican landscape. Stephan Francisi planted the first five hectares, between Bastia and Porto-Vecchio. He became an Immortelle farmer through the L’OCCITANE development program and chose to use methods that are respectful of organic farming. His yellow flowers need no treatment or fertilizers. These beautiful plants are hardy and robust; they are used to the poor, arid soil of the landscape. In early 2008, Stephan Francisi will be planting five more hectares of immortelle on his land. Stephan Francisi, immortelle farmer in Upper Corsica.
SKINCARE Immortelle

2. Very Precious Eye Serum
This serum works throughout the night, with long-lasting action on the eye area. Its light texture is rapidly absorbed and leaves a sheer velvety film on the skin, so it can "breathe" while you sleep.
Crow's-feet are softened, the skin is smoother and firmer. Dark circles and puffiness are reduced and the skin around the eyes is more even-toned. Eyes are visibly younger-looking.
15ml bottle.
Effectiveness test: after 4 weeks, reduction of total wrinkle surface: -30%. Test conducted on 49 women. Average reduction measured on 35 women.

1. Very Precious Cream
Reducing and smoothing wrinkles is a good start, but to combat all signs of aging, it's even better to provide effective action against sagging skin, a dull complexion and dark spots.
This night care product, highly concentrated in immortelle essential oil, does just this in order to act on all levels while you sleep.
50ml jar.
Effectiveness test: after 4 weeks, reduction of total wrinkle surface: -26%. Average reduction measured on 25 women.

1. Brightening Cleansing Foam
Enriched with organic immortelle floral water and citrus peel extracts, it perfectly cleanses the skin and brightens the complexion. 150ml pump bottle.

2. Brightening Renewing Serum
This new anti-aging, regenerating serum combines organic immortelle essential oil with a Vitamin C derivative, raspberry extract, allantoin and natural extracts of chamomile and gentian. With every day, the skin is regenerated, smoother and firmer. The complexion is more even and bright.
30ml bottle.
Effectiveness test: the complexion is significantly brighter (+13.5%). Test conducted on 25 women after 3 weeks of use.
Almond Apple

Cécile de Verdelhan, who has worked as Marketing Director at L’OCCITANE for the last seven years, tells us how a brilliant idea comes to life... «Sometimes, the idea comes directly from our customers. We listened to what the teams from our boutiques had to say and we understood that women aged 25 to 35 feel that they are too young to buy a traditional anti-wrinkle cream (which is, moreover, not suitable for their skin), but they do want to fight the first signs of aging... We had wanted to use the firming and softening properties of the almond in a face care product. That’s where L’OCCITANE Research came in. Our research department found that the apple was a source of three valuable active ingredients: protective polyphenols, malic acid (which brightens the complexion) and cider vinegar (which tightens pores). And it just so happens that Provence is the biggest apple-producing region in France! There is one ingredient that will always be included in a L’OCCITANE product: pleasure. Our researchers develop products with exquisite textures and mouth-watering scents. This new range was tested for a month by women aged 25 to 35. Photos of their skin showed a 28% reduction in the size of pores. And they were very satisfied! 92% said their skin was smoother, more elastic and more beautiful. Finally, Olivier Baussan designed a label, jar, and bottles so that the packaging would evoke the true story behind the contents inside.»

1. Cleansing Oil
A cleansing oil that eliminates all traces of make-up and impurities both on the surface of the skin and in pores.

2. Toning Cider
This toner instantly refreshes the skin and visibly refines its texture.

3. Velvet Concentrate
This velvety face cream contains a unique combination of active ingredients:
- Almond proteins and silicon to improve skin’s elasticity and smooth fine lines.
- Organic apple extract to refine skin’s texture.
- Organic cider vinegar to tighten pores.
- Almond milk to nourish and soften skin.
Skin is effectively protected against the first signs of aging and its beauty is visibly enhanced. 50ml jar.

Effectiveness test: average reduction on pores: -28%.
Tests conducted over 4 weeks on a 25 women panel.

4. Sweet Peel
Crushed almond shell exfoliates, almond oil softens, organic apple extract from Provence refines, skin is purified deep down. It is smoother and softer to the touch.

100ml jar.

SKINCARE
Almond Apple
Shea Butter

Also known as the tree of a thousand benefits, the shea tree still has surprises in store... Extracted from its precious nuts is shea butter – an incredibly rich, universal skin treatment that works deep down to nourish and protect. L’OCCITANE has succeeded in capturing its excellent moisturizing properties in many of its products, to provide special and tender care for dry skin.

\[\text{SKINCARE } \text{Shea Butter}\]

\[\text{Some of the results of L’OCCITANE’s actions are obvious, such as well-dressed women with a bicycle and, increasingly often, with a moped. But there are also the results that are not so visible, yet these are the most important: children who have enough to eat, who go to school and who have access to treatments and health care.}\]

\[\text{Assétou Nikiema, President of the UPROKA group.}\]

\[\text{The Bangre Noma Center, whose name means “there is nothing greater than knowledge” is a literacy training center for girls and women in Burkina Faso. It was built next to the plant that processes shea nuts for L’OCCITANE. The L’OCCITANE Foundation is keen to have a presence in the very place where these women work, situated alongside the company production plant. This will give the women a real opportunity to be independent, by providing them with the education they lack. The center consists of different areas: one for classes, one for looking after the women’s children and providing them with meals, and a vegetable garden – a source of Vitamin A, which is important in the fight against blindness. The aim of this project is to teach 150 women a year to read and write and to provide them with training on three levels: basic training, in the Moré language; practical training focused on production techniques; and complementary training, in French. In this way, the women can increase their proficiency and train in specific work skills, thus enabling them to bring in new revenue.}\]
3. Ultra Rich Eye Balm - Hydration for 24 hours
This balm relieves feelings of discomfort and tightness. Enriched with nourishing and protective Shea Butter (5%), it protects and nourishes the skin and acts like a comforting caress: it smoothes fine dehydration lines, provides non-stop, 24-hour hydration and protects against harsh climatic conditions. The skin around the eyes is smoothed and feels soft and comfortable.
15ml jar.

1. Ultra Rich Face Cream - Hydration for 24 hours
Rich in Shea butter (25%), this cream comforts the skin and eliminates feelings of tightness. It strengthens the hydrolipid film and protects the skin against harsh climatic conditions. Enriched with wheat extract, vitamins, minerals and chestnut extract with strengthening properties, it leaves skin supple, soft and moisturized* for 24 hours.
50ml jar.

1. Fresh Face Water
Cleanses, moisturizes* and tones.
200ml spray bottle.

2. Ultra Rich Face Cream - Hydration for 24 hours
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50ml jar.

2. Ultra Rich Face Cream
Enriched with shea butter (30%), organic cotton extract and liquorice extract, this cream is gentle on even the most sensitive skin. It immediately soothes the skin, restores its damaged hydrolipid film, moisturizes* and protects. Day after day, redness is minimized; your skin feels softer, more comfortable and is more resistant to environmental stress.
30ml bottle. Dermatologically tested.

2. Ultra Comforting Serum
Enriched with shea butter, organic cotton extract and high concentrations of liquorice extract and natural alpha-bisabolol, this serum brings immediate soothing relief and minimizes and prevents redness. At last, the skin feels soft and comfortable again.
15ml bottle. Dermatologically tested.

3. Ultra Comforting Mask
This mask has been formulated with carefully selected ingredients: a high, 10% concentration of shea butter, organic cotton extract and liquorice extract. Its enriching powers and well-being for your skin, its rich texture feels fresh and smooth on application, leaving the skin comfortable, moisturized* and intensely soothed.
35ml tube. Dermatologically tested. * upper layers of the epidermis.
SKIN CARE

Red Rice

Serge Griotto, producer of organic red rice from Camargue.

Serge Griotto chose to use organic methods to cultivate his Camargue rice fields - which he inherited from his father. His reasons for this were quite simple: he wanted to produce a pure, «clean» rice, free of chemical fertilizers and pesticides, and also because Camargue’s ecosystem is a fragile one. It is important to preserve the balance between the water, sky and land.

One day, in 1982, Serge’s father, René Griotto, noticed two ears of rice that stood out from the rest in his rice fields at the foot of the Montmajour Abbey. When he husked them, he discovered that the grains were covered by a red pericarp... This organic red rice from Camargue is the fruit of Nature’s work – the result of a cross between a wild rice and a cultivated rice. It has exceptional nutritional properties and is rich in Vitamin E and natural antioxidants. L’OCCITANE Research also discovered that it had excellent benefits for use in beauty products: its balancing, absorbing and mattifying properties make it perfect for combination and oily skin.

1. Foaming Rice Cleanser

This soap-free cleanser is enriched with zinc and red rice extract from Camargue, recognized for their oil-controlling properties, and astringent red rice vinegar. It transforms into an ultra-light foam on contact with water and gently eliminates make-up, impurities and excess sebum. The skin is perfectly clean, incredibly soft, clear and pure. 200ml bottle.

2. Purifying Rice Toner

With two phases – one to purify, the other to mattify – this toner removes any remaining traces of make-up or impurities and leaves skin fresh and perfectly clear. 200ml bottle.

3. Ultra-Matte Face Fluid

With an ultra-light and velvety texture, this lotion moisturizes* and mattifies the skin all day long (proven effectiveness for 8 hours). Enriched with zinc and red rice extract from Camargue, recognized for their oil-controlling properties, astringent red rice vinegar and mattifying powdered red rice, it balances sebum production on the surface of the skin while refining the skin’s texture. 30ml bottle.

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Olive

Oil is extracted from olives; water is also extracted. The combination of olive oil and olive water is a true innovation from L’OCCITANE that stimulates skin microcirculation, promotes the elimination of toxins, and protects the skin against free radicals. Olive has everything you need to restore a natural, healthy glow to dull complexions.

1. Face Scrub Mud
Crushed olive pits + green clay: all the advantages of a gentle and purifying face scrub. 100ml jar.

2. Radiance Moisturizing Cream
This silky cream moisturizes* the skin, restores a radiant, healthy glow, and provides long-lasting protection against harsh external elements (stress, pollution, smoke, etc.). 50ml jar.

3. Express Eye Treatment
This ultra-fresh, non-oily formula instantly refreshes tired or stressed eyes and helps to reduce dark circles and puffiness. 15ml pump bottle.

*Upper layers of the epidermis.
Phytotherapy and Aromachologie

Who better than Yves Millou to tell us how the story began? A chemist with a passion for Nature, he began distilling plants and creating formulas for L'Occitane in 1980. At the time, there were two people working in his laboratory. Today, there are 15... Over a span of 27 years, Yves Millou’s passion for plants has never faded. By extracting the essential oil from lavender, cade or angelica and observing the properties of these oils, only Yves Millou analyses them and creates blends, finding the perfect formula through trial and error... Essential oils capture the effects of a plant in its highest concentration: adding or removing a single drop can make all the difference. The hair care products in the Aromachologie range are a continuation of L'Occitane’s original vocation to use natural essential oils. In his wonderful herbarium, Yves Millou has discovered formulas beneficial to all hair types, that repair and strengthen the hair leaving it silky and shiny.

1. Conditioning Mist - Dry & Damaged Hair
This leave-in spray formula is quick and easy to use and contains a blend of three essential oils: angelica, lavender and geranium. 100ml spray.

2. Shampoo and Conditioner - Dry & Damaged Hair
The plant complex in this shampoo and conditioner combines three pure and natural essential oils, which work together in synergy to deliver all their effectiveness. Angelica, lavender and geranium, with soothing, repairing and stimulating properties, were selected to meet the needs of dry, damaged, color-treated or permed hair. This shampoo brings vitality and radiance, for soft and wonderfully shiny hair. 300ml/250ml bottles.

3. Radiant Shine Mask - Dry & Damaged Hair
This rich and silky hair-treatment cream with sunflower and wheat germ oils nourishes the hair and provides excellent protection against harsh external conditions. Enriched with essential oils (angelica, lavender and geranium), it leaves hair shiny, smooth and soft. Particularly recommended for damaged, color-treated or permed air. 250ml jar.

L'Occitane
Hélène Goetzelman has lived in Hong-Kong since 2006. Why? Because most of the first L’OCCITANE spas have been launched in Asia. Hélène has drawn inspiration from the identity and history of L’OCCITANE to ensure that these spas, from Brazil to Taiwan, are warm, welcoming settings, where the littlest details give a true sense of luxury… “We create a complete world, so that every treatment, every massage, is like a journey through Provence. There are many elements involved: the welcome, the soft music, the light, the colors, the traditional materials and the beautiful bouquets of lavender or immortelle…”. For the treatments given in the spas, they use natural ingredients and formulas, and soothing scents. All the techniques used in the massages are performed exclusively with the hands of trained professionals. Every step in the treatment is like a moment of escape to the preserved, natural beauty of the Provençal countryside.

L’OCCITANE offers a range of body care products for women that are both effective and pleasurable indulgence. Sense-delighting textures and delicate scents make every application a moment of absolute well-being. These body care products offer benefits that come from Provençal ingredients, such as almond, for a firm body and mouth-watering curves; grape, to stimulate drainage and detoxify; honey and olive for supple and moisturized skin.
Parfums Body Care

1. Delightful Shape – Refining & Contouring
This incredibly fresh contouring gel-cream both firms the skin and fights to reduce the appearance of cellulite. Its formula includes a patented complex composed of almond proteins, silicon and essential oils of immortelle, peppermint and palmarosa. With every day, the appearance of the skin improves; it is smoother and firmer. 200ml tube.

2. Milk Concentrate – Firming & Smoothing
This body cream effectively fights against sagging skin as it moisturizes* and softens. 200ml jar.

Consumer test on 25 women over 4 weeks: firmer skin (64%).

3. Supple Skin Oil – Firming & Softening
This dry body oil firms, nourishes and softens the skin and helps prevent stretch marks from appearing. 100ml pump bottle.

4. Shower Oil – Cleansing & Softening
This oil gently cleanses, softens, and leaves a sweet, satiny veil on the skin. 250ml bottle.

Almond

In 1986, Jean-Louis Pierrisnard joined L'OCCITANE and, together with Yves Millou, began creating the brand’s first beauty products. 22 years later, he is now the head of a Research and Development department, which employs about fifteen people. One of his main missions is to explore the components and properties of Mediterranean plants and fruits in order to create new ranges. So, when L'OCCITANE decided to support a program to revive the cultivation of the almond tree in Provence, Jean-Louis Pierrisnard and his team wanted to look further than the well-known qualities of the sweet almond—famous for its nourishing properties. From the leaves to the pulp, they examined every part of the almond, and this is how they came to use the firming properties of almond proteins. This discovery allowed Jean-Louis Pierrisnard to develop a patented complex, along with the most delicious collection of contouring products in the world...!

* upper layers of the epidermis.
Grape

L'OCCITANE selects its grapes from the village of Ansouis in Provence. Grown in accordance with the strict rules of organic agriculture, these black fruits are known as Muscat de Hambourg and Alphonse Lavallée. They are nourished by patient care - no pesticides, insecticides or chemical fertilizers. Every year, in early autumn, they are picked by hand, bunch by bunch. Then a beautiful red juice is extracted from these plump, sun-ripened grapes. It tastes delicious – but it also boasts revitalizing properties, which is why it is one of the ingredients in the L'OCCITANE Grape Cure.

The Grape Cure, as explained by Anne Marcenac, internal communication manager: “When autumn begins, there is a tradition in the south of France of cleansing the body and preparing it for winter by eating nothing but grapes for a few days. I have used this cure for almost 20 years now. The first time, I was very surprised: I thought I would feel tired, but the grape provides so many essential nutrients that I was actually in top form! Usually, during the first two days, my body reacts and rids itself of toxins. Then I begin to sense an energy and a feeling of well-being and physical strength that helps me to get through winter with total serenity.”

BODY CARE

1. Crushed-Grape Polish – Exfoliates & Stimulates
   This polishing scrub gently sloughs away dead cells, stimulates microcirculation and helps eliminate cellular waste. 200ml tube.

2. Beauty MILK – Moisturizes & Illuminates
   This light, rapidly absorbed, non-oily lotion contains pearlized microparticles, which adorn the skin with an iridescent shimmer that catches the light. 200ml tube.

3. Anti-Water Retention Gel – Relieves & Tones
   Enriched with red vine leaf extract, this gel helps to reduce excess water stored in tissues and promotes the elimination of toxins. Its original texture melts on the skin for a very gentle massage. The skin is better toned and the legs feel lighter. Satisfaction test on 25 women for 30 days: the skin is more supple (96%).

* upper layers of the epidermis.
1. Foaming Jelly
This soft and luscious shower gel gently cleanses the skin, leaving it enveloped in the delightful scent of honey and lemon. It can also be used as a shampoo. It contains lemon essential oil and can also be used as a shampoo to restore radiance and shine. 250ml bottle.

2. Sweet Sugar Scrub
Enriched with pure honey from Provence and exfoliating lemon extract, this sugar scrub has a scrumptious texture that exfoliates the skin with a sweet and gentle touch. Your skin is radiant, soft, smooth and deliciously perfumed. 250ml jar.

3. Delightful Cream
This delicious cream immediately moisturizes* and softens the skin. Honey traps in moisture by helping to hold water molecules in the hydrolipid film and thus protects against drying. Your skin is soft and deliciously perfumed; feelings of tightness disappear. 250ml jar.

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Honey
André Nevière, a Beekeeper from Valensole.
André Nevière has about fifty beehives, which he inherited from his father. Around them is the Valensole plateau, where his bees gather pollen. From the first days of spring, rosemary and thyme can be found on the plateau. In the summer, it is covered with lavender. When André Nevière collects his honey, he does not bother with the cumbersome cosmopolitan’s costume intended to protect him. He does not worry about getting stung. He even says that his bees are gentle. And then there is this exquisite honey… Mr. Nevière is no show-off, but how could anyone not be proud? As he says, it must be acknowledged that lavender honey is “the finest, one of the best honeys there could ever be”. While enjoying some delicious snacks, L’OCCITANE discovered that honey also had moisturizing, softening and healing properties.

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1. Hand Cream
Rich in shea butter (20%), this silky smooth cream protects, nourishes and regenerates the skin. Rapidly absorbed, it leaves no greasy residue. 30ml/150ml tubes.

2. 100% Organic Pure Shea Butter
A natural emollient that protects and regenerates skin that is dry or damaged by the sun, wind or cold. Use as a bodycare product (on feet, knees, elbows, etc) and to help prevent stretch marks. 150ml tin.

3. Ultra Rich Body Cream
With its rich, luxurious texture, this cream nourishes and protects the skin and leaves it soft and supple. 200ml jar.

4. Foot Cream
Rich in natural soothing ingredients (arnica, lavender essential oil), this cream nourishes and refreshes dry and damaged feet. 30ml/150ml tubes.

2. Daily Shower Cream
This gently cleansing shower cream for all skin types has a truly original texture that is both creamy and velvety-soft. Enriched with olive oil and gentle cleansing agents, it leaves skin silky and supple, while respecting its natural moisture balance. 250ml tube.

3. Body Milk
This fast-absorbing moisturizing body lotion leaves skin soft, supple and delicately perfumed. It is also enriched with olive oil and olive water to gently regenerate the skin. 250ml bottle.

* upper layers of the epidermis.
Pierre Aulas, olfactory expert for L’OCCITANE since 2003. Pierre Aulas translates the true stories of L’OCCITANE into fragrances. He evokes an ingredient, or the poetic beauty of a tradition or landscape, in another language – his language – in the form of head notes, heart notes and base notes. Since every story must be both new and unique, he never stops looking for that special something, which he seeks out in rare ingredients – such as the bitter orange from the south of Spain, used in the Ruban d’Orange collection. «Whether I’m working on creating an actual fragrance or the scent of a skincare product», he explains, «my first concern is that it should be natural. A L’OCCITANE scent has a sort of frankness and transparency, which reveals, very simply, the main note – be it almond, rose, lavender, cedar or cherry blossom…» And yet, as Pierre Aulas would tell you, nothing could be more difficult – for nothing is more subtle than simplicity…

The daughters of the Count of Forcalquier were as beautiful as the Roses they cherished. Each one married a king and they became the four Queens of Forcalquier. The subtle scent of their favorite roses is captured in the Eau des 4 Reines – a beautifully fresh, delicate and velvety fragrance.

Cherry Blossoms are carried away by the first breaths of the wind. This is what makes them so rare and precious in springtime… In the countries around the Mediterranean, the freshness and softness of the Green Tea scent tell a tale of welcome and togetherness.
The Wind Rose

Notre Flore, the Wind Rose and the Mediterranean, by Olivier Baussion.

A wind rose decorates the stoppers on the bottles of our Notre Flore collection. For centuries, before the introduction of the compass from China, navigators of the Mediterranean were guided by the winds and directed by the wind rose. Mistral, Sirocco, Tramontane, Alhah… Each wind carries the aroma of the land from which it comes. Even today, when a sailor approaches Corsica, he can smell the maquis before he can see it – and the scent of Myrtle is the first to reach him. In Tuscany, the smell of Iris, the symbol of Florence, dominates. The scent of Tunisia is Neroli, from the sweet perfume of orange blossoms, while Morocco offers a breeze of Atlas Cedar. To tell the tale of Notre Flore, we created bottles of the four winds – each fragrance capturing the olfactory signature of a particular Mediterranean land…
Verbena
Albrecht von Keyserlingk, producer and distiller of aromatic plants.

In Corsica, to the south of Bastia, on land chosen by his father to plant lemon trees, Albrecht von Keyserlingk cultivates aromatic plants. From them, he extracts essential oils and floral waters, alcohol extracts and old-fashioned oils… He learned this second profession through traveling, reading, and listening to those with experience in the field. And even now, 25 years later, he says that he still learns something new every day. Twice a year, at the beginning of summer and in early autumn, he produces organic verbena extracts for L’OCCITANE. Speaking with a real passion, Albrecht describes the fragrance that fills the room at that moment: «It is the finest, most subtle lemony nuance there could be. A delicious and volatile freshness. I really am incredibly lucky to be able to work amongst these wonderful scents every day».

FRAGRANCES
Verbena

1. Verbena Eau de Toilette
A fresh and delicate scent over a rosy base of geranium and lemon tree.
100ml spray.

2. Ice Gel
A smooth gel texture for an instant fresh effect. Organic verbena extract soothes burning sensations and leaves skin soft and moisturized*. For an even more intense fresh sensation, keep your Ice Gel in the refrigerator for a true ice-cube effect!
250ml bottle.

3. Body Lotion
Rich in grape seed oil, this body balm moisturizes* and nourishes the skin, leaving it wonderfully soft and subtly scented.
250ml bottle.

* upper layers of the epidermis.
Lavender

Fabrice Tournel, vice president of the Simiane cooperative. Lavandula angustifolia, also known as fine lavender, produces the very best lavender essential oil from Provence. It grows at an altitude of over 800 meters, where it soak up all the benefits of the sun. L’OCCITANE sources its essential oil from farmers’ cooperatives from Sault and the surrounding area and purchases almost 20% of the total production of A.O.C. lavender in Haute-Provence.

1. Eau de la Récolte Bleue
Eau de la Récolte Bleue is a fresh and light fragrance that blends the green scent of leaves and lavender with delicate notes of freesia, marigold and frosted peach, over a sensual woody base. Composed as a celebration of summer, it can be worn by men and women alike. 100ml spray.

2. Foaming Bath
With its deliciously creamy foam, this bubble bath promises moments of pure well-being and relaxation. 500ml bottle.

3. Hand Cream
This surprisingly fresh, light-textured cream moisturizes* and softens your hands. 75ml tube.

5. A.O.C. Lavender Essential Oil from Haute-Provence
This A.O.C. lavender essential oil from haute-Provence is produced by the steam distillation of lavender flowers. It’s scent helps to induce sleep and repels mosquitoes. Lavender essential oil is also known for its purifying properties. 10ml bottle.

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* upper layers of the epidermis.
1. Ruban d’Orange Eau de Toilette
From sun-burnt bitter oranges, the zest is extracted a fragrant ribbon with an array of benefits. This fragrance opens with a burst of freshness and softness. The zest of Mediterranean citrus fruits echo green plant notes, then reveal a warm and sensual woody ambre base.

100ml spray.

2. Sunny Shower
Enriched with a softening pulp concentrate, this shower gel gently cleanses and leaves a fresh and sparkling scent of citrus fruits on the skin.

250ml bottle.

3. Soft Skin Milk
A true concentrate of comfort and vitality, this body lotion is enriched with energizing orange peel extract and shea butter - which nourishes, repairs and protects. It leaves skin soft, intensely moisturized*, and perfumed with the fresh and revitalizing scent of citrus fruits.

250ml bottle.

Ruban d’Orange
In the depths of winter, the mild Mediterranean climate sees orange trees filled with golden fruits - balls of sunshine that light up the streets and orchards of Seville. Bitter orange, known for its soft and sparkling scent, comforts and revitalizes - and brightens up those dreary winter days...

* upper layers of the epidermis.
The Man

Dominique Davenne, cade distiller.

From pharmacetics to aroma cosmetics, Dominique Davenne’s career has followed a long path... For the last 14 years, he has worked from his own laboratory, studying the properties of plants and their beauty secrets.

For L’OCCITANE, he explored the properties of cade essential oil. So why go to the mountains of Vaucluse to cut these wild and prickly bushes? Because, in Provence, the shepherds would heat the wood and use it to make healing ointments. Dominique Davenne studied cade with L’OCCITANE and was able to scientifically prove what the shepherds had already observed. Not only does it have antiseptic and anti-inflammatory properties; it also protects the skin against free radicals and regulates epidermal renewal. So, using cade essential oil, L’OCCITANE developed a patented purifying and invigorating complex, to care for the skin of our modern-day shepherds...

1. Cade Shaving Cream

This shaving cream transforms into a rich lather that is perfect for a smooth, gentle shave, and leaves skin clean and clear.

150ml tube.

2. Cade After Shave Balm

This balm soothes razor burn, softens the skin, and protects against daily damage.

75ml tube.

3. Cade Youth Concentrate

This cream moisturizes* and strengthens the skin and provides effective action to fight the appearance of fine lines and wrinkles.

50ml jar.

Effectiveness test: reduction in the total surface area of wrinkles (-15%). Test conducted over 4 weeks on a 35 men panel.

4. Eau de L’Occitan

A fragrance inspired by the raw, coarse, mysterious scents of Provence, like the smell of lavender as it is distilled, with its peppery and nutmeggy aromas of burnt wood. Aromatic, virile and invigorating.

100ml spray.

5. Eau des Baux

This eau de toilette is a sensual and mysterious blend of cypress and frankincense. In Provence, the knights of Les Baux chose the cypress tree as a symbol of their strength and courage. Guided by their star, they darkly accepted the challenges of heroes.

100ml spray.

* upper layers of the epidermis.
1. Cinnamon Orange Incense
A subtle blend: the sweetness of cinnamon, with its captivating aromas, and the fruity sparkle of orange, bursting with sunshine.
40 sticks. Other scents available: winter forest, candied fruits, amber, honey, lavender.

2. Lavender Perfumed Candle
Held in an elegant glass jar, this candle fills your home with its delicate scent and creates a fresh, aromatic and convivial atmosphere. Other scents available: rose, aromachologie.

Scents available in other formats: verbena, green tea, cinnamon orange, winter forest, candied fruit, amber, honey, orange blossom, vanilla.
100g jar.

3. Verbena Home Perfume
Spray into the air at any time of day to immediately recreate the fragrant aura of fresh and lemony verbena.
Scents available in other formats: rose, green tea, cinnamon orange, winter forest, candied fruit, amber, honey, orange blossom, vanilla.
100ml spray.

Who hasn’t dreamed of travelling while remaining in the comfort of their own home? Candles, incense, fragrances…
No matter where you live, the L’OCCITANE home fragrances take you into the heart of a house in Provence.
Haute-Provence, the land of L’OCCITANE, 3 exceptional destinations…

www.alpes-haute-provence.com
The L'OCCITANE Foundation

Bénédicte Menanteau, executive director of the L'OCCITANE Foundation.

Since its creation, L'OCCITANE has continued to grow and has found its meaning in its desire to share projects with others: the revival of forgotten cultivations (such as the immortelle or almond tree), co-development with the women who collect shea butter in Burkina Faso, and programs to help the visually impaired (with Braille labeling and a partnership with the NGO ORBIS, since 1999). Today, those projects are supported by the L'OCCITANE Foundation. «It was absolutely essential that every member of the L'OCCITANE workforce should identify with our work», explains Bénédicte Menanteau, who heads the Foundation. «And so we chose three fields of action that are rooted in the history of the brand: visual impairment, support for enterprising women in developing countries, and developing and safeguarding the knowledge of Nature in Provence».

The Foundation does more than just finance worthy projects; more often than not, it is the Foundation that initiates them. As for projects that are conducted in coordination with other institutions, the Foundation always strives to participate in as many ways as possible, and particularly by making available to those institutions the time and skills that L'OCCITANE has to give. Bénédicte Menanteau defines her mission by: «We take the best that the company has to offer, and we make it grow».

Main actions in 2006-2007:
- ORBIS operation, 2007: «a soap to save sight», in October.
- Financing of a project in the present blindness in Burkina Faso: an anthropological study organized by the CNRS (French National Scientific Research Center), the results of which will be used for a prevention and treatment campaign.
- Creation and implementation of qualified training, aimed at helping the visually impaired to enter working life.
- Creation and construction of literacy center for women and girls in Burkina Faso, with the Bangre Noma association.
- Restoration of the Salagon ethno-botanical garden (in Provence).

A True Story.

L'OCCITANE, a true story.
2008 Catalog