

A visit to the site at Manosque

L'OCCITANE en Provence invites you to discover its expertise and history.

FACTORY TOURS:

A free guided tour allows you to enjoy a fragrant experience as you learn about the different steps involved in the production of our products.

Individuals: Monday to Friday

Booking essential. Please contact:

Manosque Tourist Information Office: +33 4 92 72 16 00

Gréoux-les-Bains Tourist Information Office: +33 4 92 78 01 08

Groups (10 people or more):

Please contact us at +33 4 92 70 26 12.

THE MUSEUM:

This interactive area can be explored with different senses and traces the history of our brand, from the magical moment of the first distillation to the projects supported by the L'OCCITANE Foundation.

Individuals: Open Monday to Saturday, 10 a.m. to 7 p.m.

Free entry.

Groups (10 people or more):

Please contact us at +33 4 92 70 26 12.

THE STORE:

This is the largest L'OCCITANE store in France. It sells all of the brand's most famous products, as well as its most recent launches, at preferential prices.

Open from Monday to Saturday, 10 a.m. to 7 p.m.

Prices 10% lower than in all other L'OCCITANE en Provence stores.

Where to find us: Z.I. St Maurice, 04100 Manosque (50 km north of Aix-en-Provence, off the A51 motorway).



ANGELICA, PURE HYDRATING POWER

INSTANT HYDRATION FOR 98% OF WOMEN*

"Angelica from the Drôme region can grow up to 2 metres in a few weeks thanks to its exceptional ability for self-hydration. L'OCCITANE extracted and patented two active ingredients from its root: **organic angelic water and essential oil.**"

Jean-Louis PIERRISNARD
L'OCCITANE Scientific Director

Angelica Hydration Cream stimulates the synthesis of skin's aquaporins (+39%** for:

- instant and lasting hydration,
- a radiant, revitalised complexion,
- smoother and plumper skin.

* Effectiveness noted by 49 women over a 28-day period.
** Dose-dependent effect.

L'OCCITANE, a true story.

L'OCCITANE

EN PROVENCE

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TRAVEL JOURNAL

FRAGRANCES AND SKINCARE FROM PROVENCE

L'OCCITANE

EN PROVENCE



L'OCCITANE is a journey...

We would have loved to have taken you with us in this magnificent hot-air balloon, decorated in the colours of L'OCCITANE, as it journeyed serenely over the lands of Provence. But it would have been a little bit complicated... Instead the image of this balloon will guide you as you turn the pages which follow to read about our latest travels and adventures; and rather than keeping our tale in the world of "Once upon a time" we have brought to you the voices of real people – the men and women who shape the lands and traditions of the Mediterranean. These people are our inspiration. They give us what really matters: their skills, their expertise. We listened to what they had to say, then let their words flow onto these pages, so that you might read them for yourself. In the heart of the Corsican maquis – the island's fragrant scrubland – you will meet Pascale Chérubin. She remembers the happy coincidence of our encounter, and the first time she harvested organic immortelle. Jean-Pierre Jaubert, an artisan who has brought almond trees back to the Valensole plateau, has a lesson in wisdom to share with you. The best time to find him is on a Sunday morning.. The passion of Martine Rayne becomes contagious when she tells you about the AOP fine lavender of Haute-Provence. A little later on your journey, you'll meet the «nose» who created the Pivoine Flora fragrance, as well as an angelica producer from the Drôme region, who continues to be amazed by the spectacular growth of this plant that is a true expert in hydration. L'OCCITANE is a journey – a journey that begins and ends in Provence. But this tour of the horizon would not be complete without stopping off at the L'OCCITANE Foundation. It is the Foundation that has given even more meaning to our brand. Every day, by acting for the benefit of the community, we give meaning to tomorrow.

Olivier Bussan

Founder of L'OCCITANE



Home Fragrances

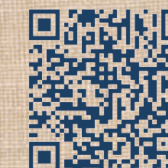
Good moods can be contagious... To make the day feel sunny, whatever the time of year, simply light a Verbena scented candle. A «bouquet» of Candied Fruits, placed in a glass ink jar, diffuses the most delicious perfume. And in the evening, what better scent to accompany the sound of a Verdi opera than Spicy Cinnamon? Or should it be Winter Forest? Home fragrances can make your home echo the season outside, or they can create a completely different atmosphere. It's up to you what mood you choose. Just follow your inspiration.



L'OCCITANE Stores

L'OCCITANE has stores throughout the world: Asia, North and South America, Europe, the Middle East...

For the complete list, scan this code:



loccitane.com

The Alps of Haute-Provence
Haute-Provence Luberon - Verdon - Alpes - Mercantour

Delight in discovering the Alps of Haute-Provence

To help you prepare your trip, visit:

www.alpes-haute-provence.com

Alps of Haute-Provence Tourism Development Agency
BP 170 - 04005 Digne-les-Bains Cedex

L'OCCITANE: a committed brand

GIVING MEANING TO TOMORROW... Since it was created in 2006, the L'OCCITANE Foundation has continued to support the values and vocation of L'OCCITANE through its actions to benefit the community. The world of L'OCCITANE revolves around sensoriality; how could we not be moved to work with people who lack one of their senses? With the aim of being as efficient as possible, the L'OCCITANE Foundation focuses on long-term missions in fields in which it has acquired considerable experience. It works to help the visually impaired and promote the economic emancipation of women, always with the same objective on the horizon: autonomy.

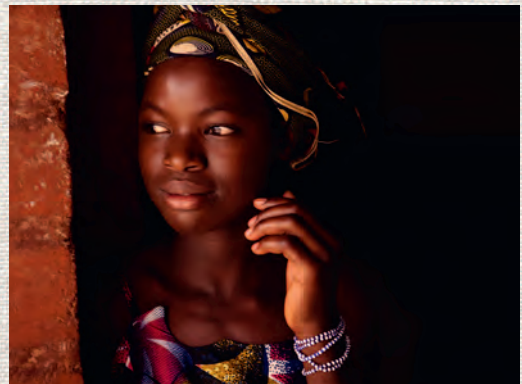
SUPPORTING THE VISUALLY IMPAIRED

Did you know that blindness is preventable in 80% of cases? Over 280 million people in the world are visually impaired. Most of them (90%) live in developing countries, where a child goes blind every minute due to a lack of treatment. The L'OCCITANE Foundation devotes 47% of its annual budget to the visually impaired. In France, it focuses on programmes aimed at helping people with visual disabilities to integrate into the workplace, through training and employment grants that are open to a wide variety of candidates: trainee solicitors, wellness practitioners, sound engineers, musicians... Outside France (Burkina Faso, United States, China, etc.), the Foundation concentrates on fighting preventable blindness by supporting eye health projects. Today, for example, over 500,000 people have received treatment or ophthalmological check-ups thanks to a partnership established with the NGO ORBIS. Each year, to raise money for the Foundation, a fund-raising product is sold in L'OCCITANE stores.



THE ECONOMIC EMANCIPATION OF WOMEN

The story of L'OCCITANE and the women of Burkina Faso is a long one. It began some 30 years ago, when Olivier Baussan made his first trip to the land of shea butter: Burkina Faso is one of the poorest countries in the world. Even today less than one in three of the population can read and write. To address this widespread problem, the L'OCCITANE Foundation earmarks 45% of its annual budget to the economic emancipation of women in Burkina Faso. Its objective is to support the building and running of literacy centres, so that women can become more autonomous. The Foundation also aims to promote local resources and women's entrepreneurship by providing access to training for income-generating businesses and supporting microcredit programmes. Between 2010 and 2011, over 800 women took literacy lessons and over 3,000 women were given support to develop or enhance an income-generating activity.



Fondation
L'OCCITANE

foundation.loccitane.com



Two days in Corsica

IN A FIELD OF IMMORTELE

To cultivate a flower that never fades, Pascale Chérubin needed to find the perfect plot of land. She explored all four corners of her adopted island, hoping to find somewhere with a stunning view of the sea or mountains, so that every day she would remember how lucky she was to live in Corsica. She kept on looking, never giving up. And finally, five years later, she found five hectares of maquis on the eastern plain of the island. It's funny how life can sometimes come together so well: that year, in 2006, L'OCCITANE launched a programme to cultivate immortelle using organic farming methods. This was a first for *Helichrysum italicum* – the “golden sun” of the Corsican landscape – which had never before been domesticated.

“I could not see myself farming any other way than organically.”

Our appointment was at dawn. It was June 30th, 2011, and we had made our way to the commune of Ghisonaccia, to a place called Gattone. The young woman was already there, sitting behind the wheel of her blue tractor. The harvesting has been mechanised – and fortunately so, since time is always of the essence. The plants must be taken to the distillery before they ferment. Between two trips, Pascale told us about her favourite flower: “When we planted the first field of immortelle in 2007, we had no prior experience. Seeds found in the maquis were given to a nursery gardener. He sent back seedlings in pots. And that was how the story began. Immortelle is a rustic plant that is perfectly adapted to its environment and needs little water. The most difficult job is weeding the land without the use of chemical products. I could not see myself farming any other way than organically. And as it happened, L'OCCITANE insisted on a certified-organic cultivation programme. It really was a case of meeting the right people at the right time. I was able to devote all my attention to my new profession.” Pascale Chérubin, a graduate in biology and former teacher, had already lived a few other lives before becoming an organic immortelle producer.

Pascale Chérubin,
organic immortelle producer in Ghisonaccia, Corsica.





Precious Skincare

Long-lasting smoothing and firming action, for visibly younger-looking skin. With organic immortelle essential oil.

- 1. Precious Cream 50 ml
- 2. Precious Night Cream 50 ml
- 3. Essential Water 200 ml
- 4. Brightening Cleansing Foam 150 ml
- 5. Precious Eye Balm 15 ml

Immortelle

INNOVATION FROM THE VERY HEART OF THE FLOWER

Three questions for Jean-Louis Pierrisnard, Scientific Director:

Why have you brought out a new generation of the Immortelle Precious range?

Ten years after our first research showed the exceptional anti-ageing properties of immortelle, we discovered other active ingredients that could be drawn from the very heart of the flower. L'Occitane has innovated with the Precious range by introducing a fourth patent. Immortelle essential oil acts in synergy with new cell extracts to boost the mechanisms responsible for correcting even deep wrinkles and maintaining skin firmness.*

How did you obtain these new immortelle extracts?

We used a new, innovative and ecological extraction method. Our team succeeded in fragmenting cells from the flower to reach their very core. As a result, we were able to capture the quintessence of immortelle. These precious molecules cannot be obtained by regular distillation.

What is the field of application for this anti-ageing innovation?

The major scientific breakthrough relates to the stimulation of a gene that strengthens the overall structure of the dermal-epidermal junction. By improving cohesion between the dermis and epidermis, the skin is firmer and wrinkles are visibly smoothed, both on the surface and deep down.

* Ex-vivo tests on immortelle extracts.



Brightening Skincare

Visibly smoothed and even-toned, the complexion glows with youth. With organic immortelle essential oil and *Bellis perennis* extract.

- 6. Brightening Shield 30 ml
- 7. Brightening Essence 30 ml
- 8. Brightening Moisture Cream 50 ml

Divine Skincare

Ultimate anti-ageing skincare for divinely youthful skin. With organic immortelle and myrtle essential oils.

- 9. Divine Extract 30 ml
- 10. Divine Eyes 15 ml
- 11. Divine Cream 50 ml

Watch Angelica grow...

*"Did you know that it takes
a whole ton of fresh roots
to distil a kilo of Angelica
essential oil?"*

Eleven years ago, Frédéric Nivon had the idea of diversifying the crops grown on his family's lands in the village of Lapeyrouse-Mornay. He was already producing blackcurrant leaves – much in demand in the herb trade – and began to look into fragrant aromatic and medicinal plants. To carry out his project, he converted his lands over to organic farming. Frédéric knows Angelica well. This "herb of angels" grows wild along the riverbanks where he has often strolled ever since he was a child. "This giant umbellifera has always been around in the region. Angelica loves water: It likes cool, well-balanced soil that is deep and rich in organic matter, to ensure its exceptional growth. It can reach a height of two metres in just a few weeks," he reminds us, standing for the camera close to the plant. The ancients used to say that Angelica root had the power to ward off evil spirits. It has found a place where it loves to grow in the Drôme des Collines region. Even if, from an administrative point of view, this is not quite Provence, the Valloire area still enjoys the same Mediterranean, temperate climate, while also being close to the freshness of the mountains. And to see that the tall and slender Angelica is a true expert in hydration, one has only to look at its powerful root system. "When we pull up the plants in winter, we keep about 40 cm of root. But the roots actually extend at least one metre, and that's not even including the lateral roots, which go even further!"

Frédéric Nivon, Angelica producer.
Village of Lapeyrouse-Mornay,
in the Drôme des Collines region.





LITTLE TIME TO SPARE? A QUICK FIX FOR INSTANT HYDRATION!

The L'OCCITANE laboratory took a closer look at the roots of organic Angelica from the Drôme region in France and went on to create a patented complex from two Angelica extracts. These are the key ingredients at the heart of a high-performance hydration range launched in 2011. Organic Angelica water boosts the circulation of moisture from the dermis to the epidermis by stimulating the synthesis of Aquaporins-3 – “water channels” that are naturally present in skin-cell membranes*. Angelica essential oil, meanwhile, protects against free radicals*.

* In vitro tests.

3 MINUTES FOR BEAUTIFUL SKIN

There are little things you can do for your skin that make a big difference. Every woman dreams of that morning glow – plump, dewy skin and a radiant complexion – for which there is but one solution: “moisturise”! And this is precisely the vocation of the organic Angelica range. In 2012, L'OCCITANE introduces two new, complementary products: a face mask and an exfoliating gel. So if you only have three minutes to make your skin look beautiful, use that time to moisturise your skin!



1. Hydration Cream 50 ml
2. Exfoliating Gel 75 ml
3. Instant Hydration Mask 75 ml

Essential Shea Butter

One of the secrets behind the popularity of some of the most famous L'OCCITANE products is a rich concentration of Shea Butter: 20% for the Hand Cream, 25% for the Ultra Rich Face Cream, and 25% for the Ultra Rich Body Cream. It is this richness that has made the Shea Butter range so successful, starting with the hand cream in its grey metal tube with a black cap, which tenderly evokes the gouache paints many of us used in childhood. Olivier Baussan has a particular fondness for the true story of Shea Butter: "We sell a tube of our shea butter hand cream every

"We sell a tube of our shea butter hand cream every 5 seconds somewhere in the world."

5 seconds somewhere in the world. That is the only figure I am able to remember, because it is a concrete example of how far we have come with the women from Burkina Faso since the very first order." Today, there are some 15,000 women in Burkina Faso working with L'OCCITANE. The sacred tree has become the key to their economic emancipation. Shea Butter is, without a doubt, a truly multi-talented ingredient and a family skincare essential. It moisturises, protects, nourishes, soothes and regenerates. It's one of those wonderful products that seems to be good for everything!



Ultra Rich Face Cream 50ml

ULTRA RICH FACE CREAM

Made with 25% shea butter, the Ultra Rich Face Cream has become an essential skincare product. Its rich, creamy texture sinks in quickly without leaving an oily residue. The skin is protected and more resilient. It feels soft and comfortable. Use every day, morning and evening, to protect and deeply nourish dry and very dry skin... or when harsh climatic conditions mean that the skin needs some extra-special care.

Pure Shea Butter 150 ml
Organic & Fair Trade
Attested



Hand Cream 150 ml



A Sunday among the Almond Trees

“On a Sunday, if I’ve nothing to do, I go and see my trees. With some 10,000 almond trees, I never get bored. One only has to look at them to get away from it all.”

Twelve years ago, Jean-Pierre Jaubert announced that he wanted to go back to cultivating almonds. Everyone thought he was mad. In the 1950’s, when the Valensole plateau was covered with almond trees, the Jaubert family followed the general trend and pulled up all of theirs. These trees needed lots of attention, and the labour costs were getting too high. The almond tree is the first fruit tree to come into blossom, and yet it hates frost. Even with late-flowering varieties, such as Lauranne, Ferragnès or Ferraduel, every precaution must be taken. The trees start to blossom from March 15th. Everyone is on edge from 5 a.m. to 8 a.m., when the temperature can go below zero, for this would compromise the harvest. The air needs to be “whipped up” to warm the atmosphere. Three wind turbines watch over the most exposed areas of land. During the warm season, the trees need to be watered once a month. “An almond tree is very sensitive to stress. If it doesn’t have enough water, it won’t produce anything the following summer. But you should talk to my brother, André. He’s the one who looks after them the most. I just had the idea.” But how exactly did this idea come to him? “Try tasting the almonds from Valensole. There’s nothing quite like them. When a tree is suited to its soil, it will give of its best.”

Jean-Pierre Jaubert, almond grower,
on the Valensole plateau, Haute-Provence.



Shape up!

“The almond holds beauty secrets that the women of Provence pass down from one generation to the next.”

L'OCCITANE has enriched this tradition with a new discovery. As the sap of the almond tree flows and stimulates growth, the buds of the tree are filled with molecules that have the power to stimulate drainage. Active almond bud extracts are at the heart of an expert skincare ritual to redefine and resculpt the figure.

Beautiful Shape 200 ml
Cellulite Control



Milk Concentrate 200 ml
Firming & Smoothing



The journey continues

SPA L'OCCITANE

Whether you spend a week, a day or just an hour in the expert hands of our therapists, trained in the arts and ways of L'OCCITANE, you will feel as if you had been away so much longer – and farther! Perhaps as far as the shores of the Camargue, which inspired the design and spirit of our Spas. Shea butter, almond, Angelica, fine lavender, an exclusive mask with five Provençal herbs, essential oils... The lands and rituals of the South are behind the ingredients and techniques used in our Spa treatments, whilst plant extracts infuse our exclusive remedies.

“Touch is a skill and the hands should always remain in contact with the skin.”

This is a rule that must never be broken. L'OCCITANE uses massage techniques that have been learned and used throughout the world. Chinese Tui Na focuses on pressure points. There are also gliding movements from Bali massage techniques and movements from Thai and Hawaiian massage. In one of the lifting facial treatments, for example, our experts perform a sequence of 20 different movements to stimulate microcirculation and boost the effects of immortelle essential oil as it smoothes and firms the skin. The results speak for themselves: they are our best “ambassadors”. No matter how long or short your stay, you will leave with one desire: to repeat this sensorial experience as soon as possible, in a spa that reflects the soul of L'OCCITANE.

Our Spas throughout the world: spa.loccitane.com



*“We have designed a Spa in line
with our true story.”* Olivier Baussan.



Do you know what True Lavender is?

"I always love lavender, but when it comes out of the essencier, that's when it is most fascinating: it has this beautiful golden colour and it smells so incredibly good."

July 25th 2011, rendez-vous with Martine Rayne, lavender grower in Haute-Provence. Born into the world of lavender, even today Martine feels moved when the water and essential oil separate in the distillation still. "Up on our land in Lagarde d'Apt, there has always been wild lavender. My great-grandfather had started to look at the land to see if we could use it for cultivation. His son planted seeds to see if they would grow. The cultivation of fine lavender from Haute-Provence began long before it was awarded the PDO - Protected Designation of Origin - label in 1981. My father carried on from the generation before... And when he stopped in 1992, we changed our life so that we could work on the hills, at an altitude of over 1,000 metres. I was able to make this decision with the support of my husband." Wild lavender still grows on the lands of Martine Rayne's family. "Every year, we gather it, so that we can keep the seeds and maintain the diversity of this fine lavender. Each young plant is different: this is one of the secrets of its exceptional characteristics. Here, let me give you a bottle. I always have one on me."



Lavender Foaming Bath 500 ml



3 Colognes from Provence

Freshness encapsulated...

L'OCCITANE introduces its very first collection of Eaux de Cologne: three rippling fragrances that bring a splash of timeless freshness to those warm, sunny days. First, there's Eau Universelle – a zesty scent that owes its name to its unisex nature and versatility. Next, Eau Ravissante, with its floral, feminine, sparkling notes. And finally, Eau Captivante, destined for men, with its aromatic and stimulating tones.

Flowing fountains

The soul of Provence shines through every scent. There's rose and freesia for women; mint, basil and lavender for men; petit grain and geranium for both. These three olfactory worlds together form Eaux de Provence – a new tradition from L'OCCITANE. Naturally, the fragrances conjure up childhood memories of Provence, the slow, relaxed pace of summer holidays, the irresistible smell of laundry that has dried in the sun, and that feeling of fresh, squeaky clean skin after washing with the cool waters of the fountain.

Pivoine Flora

THE "NOSE" BEHIND THE FRAGRANCE

Sidonie Lancesseur is the "nose" responsible for creating the Pivoine Flora fragrance. It's her favourite flower; she says: "slender, subtle, warm and tender... A peony is like a woman. If it were a state of grace, it would be harmony." These were the first words, the first impressions on the blank page of the perfumer. "I drew inspiration from the exclusive extract created for L'OCITANE from the roots harvested by the nursery gardener, Jean-Luc Rivière. He is a true specialist with a passion for his work; he grows over 700 varieties. This extract, with its botanical notes, sets the tone: Pivoine Flora is a Green Floral." You can almost smell the stem of the flower and a beautiful freshness enhanced by grapefruit, to evoke the nursery garden at dawn. Sidonie Lancesseur crafted the fragrance with the aim of evoking the flower and its scent: "a spicy rush of pink pepper and a rich, rounded floral heart, like the flower in bloom." To complete this interpretation, the vision of a generous bouquet gives a smooth base to the scent of the flower, with musky, sensual and soothing notes. Cedar and sandalwood appear like a breath of femininity in the evening breeze that drifts through the gardens of Mr Rivière. It took one year to bring Pivoine Flora to perfection. Only then could it bloom for everyone in the precious Eau de Toilette and Eau de Parfum bottles, as well as bath, shower and body products.



Eau de Parfum 50ml

*“Capturing the aura of this flower is a true olfactory challenge,
as there is no peony essential oil or peony absolute.”*

Shower Gel 250 ml

Beauty Milk 250 ml

Eau de Toilette 75 ml



Vibrant Verbena

It's one of those scents that you breathe in and can't help but smile. It's a little like that feeling when you quench your thirst on a hot summer's day. Verbena has become a year-long essential for some. For others, it's a scent that they rediscover joyfully every year, when the days get warmer and longer. Verbena is such a happy scent. Olivier Baussan, founder of L'OCCITANE, finds it irresistible:

*"Whenever I go past
a field of verbena,
I feel like diving into it!"*

If you were to ask a perfumer why verbena is so universally loved, they would say that its scent is the most natural thing in the world: spontaneous, clear and pure. It expresses simplicity, yet also has a real elegance. Verbena is immediately vibrant, bursting with sparkle like a fresh breeze. Everyone loves its lemony notes, which blend with an aroma of crushed leaves. With its exquisite, eternal freshness, verbena is one of those scents that will complement any season.



Verbena Eau de Toilette 100 ml

Fragrances forever in bloom...

Fleur Chérie

Eau de Toilette 75 ml

The scent of orange blossom would herald the presence of the Princess of Nerola. It accompanied her on all her travels. Wherever she went, she would leave in her wake the lingering sweet and floral scents of a cherished flower of the Mediterranean.

Rose 4 Reines

Eau de Toilette 75 ml

A Moroccan rose for Éléonore, a Turkish rose for Sancie, a Grasse rose for Marguerite, and a Bulgarian rose for Béatrix. Once upon a time, these sisters were the four queens of Forcalquier. Once upon a time, there was a fragrance so intensely floral, it became a legend...

Cherry Blossom

Eau de Toilette 100 ml

It marks the end of winter in Provence. It captures the ephemeral in a floral, fruity note. Its light-hearted scent lifts your mood and makes you think of orchards filled with the purest white, soon to be replaced by bright red fruits. Its name is Cherry Blossom.





2.

3.

4.

1.

5.

Man, you're looking good!

When it comes to men's fragrances at L'OCCITANE, there's certainly plenty of choice. You could dive into the fresh waters of the Verdon, with its invigorating aquatic notes, or adopt a more mysterious scent, steeped in the legend of the Lords of Baux. And there's nothing to stop you from collecting different moods for different days. A touch of L'OCCITANE, with its subtle accord of aromatic plants and spicy notes, will show that you're feeling assertive and energised. For a while now, L'OCCITANE has also offered skincare for men, but without making a big fuss about it. Men are increasingly aware of the needs of their skin. And that can only be a good thing.

Every morning, L'OCCITANE offers a wide choice of shaving solutions: a shaving gel if you're in a hurry, a shaving oil for a more precise shave, or a thick shaving cream for the ultimate in comfort. If you're one of those men who adheres to a strict skincare routine, L'OCCITANE has everything you need. Exfoliating your skin once or twice a week is strongly recommended. And don't forget to moisturise your skin, especially after shaving and exercise. Treat your skin to a new sensation with the Verdon Energy Moisturizer. But watch out: once you've tried it, you'll never want to go without!

Soothe, revitalise, firm, regenerate... In today's world, such terms are no longer completely foreign to men! The active ingredients in the Cade and Verdon ranges are the subject of two patents. Men, you deserve innovative, tailor-made products – and you should not feel embarrassed to use them! After all, your skin has to cope with shaving every day. And you are perfectly right to want to prevent the first signs of ageing by treating wrinkles and fine lines. The Cade range includes the Complete Care Moisturizer, which protects the skin after shaving and helps it to age more serenely. Men's skin stays firmer longer, but that doesn't mean you shouldn't take good care of it every day.

1. Eau de L'OCCITAN 100 ml
2. CADE Complete Care Moisturizer 50 ml
3. VERDON Eau de Toilette 50 ml
4. Eau des BAUX 100 ml
5. CADE After Shave Balm 75 ml
6. L'OCCITAN Shaving Gel 150 ml
7. VERDON Energy Moisturizer 50 ml

6.

7.





Dare to shine!

Colour-treated hair requires extra-special care. It is more vulnerable than natural, untreated hair, even when you use the most gentle products possible. With every wash, colour can fade and lose its intensity, and styling becomes more difficult. The new Radiance & Colour Care range, created by the L'OCCITANE laboratory, introduces a new solution: a complex of five essential oils (geranium, palmarosa, bergamot, rosemary and cedar), combined with a grape seed extract to keep hair beautifully shiny.

Radiance and colour care Shampoo 250 ml
Radiance and colour care Conditioner 250 ml

5 essential oils 5 essential actions

Five is the magic number at the heart of the Aromachologie range. Five essential oils are at the heart of every formula, working together in perfect synergy to meet the needs of different hair types. Until recently, the range was all about Repairing, Volumizing and Soothing. But now it also focuses on Radiance, for colour-treated hair. In the specific complex for dry and damaged hair, Angelica softens the hair, while lavender purifies the scalp. Geranium regenerates, sweet orange energises, and ylang-ylang invigorates. The combination of five extracts helps to repair and nourish the hair fibre. Fine hair needs strength and bounce, so when the L'OCCITANE laboratory

"The combination of five extracts helps to repair and nourish the hair fibre."

created its volumising complex, it chose ingredients that give hair a boost. Artemisia softens, while sweet orange, rosemary, mint and pine revitalise the hair from root to tip. Factors such as hard water, pollution and harsh treatments give sensitive scalps every reason to be irritated. The soothing complex combines camomile, mandarin orange, lemon-grass, basil and cedar, which also has an invigorating effect. For 30 years, L'OCCITANE has been using essential oils in its hair care range because the immense diversity of active ingredients makes it possible to create tailor-made solutions for all hair types and moods.

AND WHAT ABOUT THE ENVIRONMENT?

Many of our customers were quick to adopt our eco-refills, which are available for the Aromachologie and Immortelle ranges, as well as our liquid soaps. L'OCCITANE has taken further steps to protect the environment by using 100% recycled and recyclable PET plastic to make the jars and bottles for its shampoos, conditioners and hair masks.



Repairing Shampoo 300 ml
Volumizing Shampoo 300 ml
Soothing Shampoo 300 ml



Repairing Shampoo Eco-refill 500 ml

Bonne Mère. The soap with many talents

At L'OCCITANE, the Bonne Mère soap is recommended for washing the skin because it leaves it soft and delicately scented. In Marseille, the birthplace of the original recipe, this soap is a family essential. It has many benefits, passed down from one generation to the next. Among its many talents, it is kind to the environment and perfumes linens stored in closets. Delicate and gentle, it can also be used to wash silk and lace. And last, but certainly not least, this soap is said to bring good luck. The people of Marseille swear by it!

