

# Cherry Trees of Provence New 2010 Collection

L'OCCITANE invites us to take time out in the shade of a very special cherry tree...

Renowned for its magnificent, red-tinged bark, the **WILD CHERRY TREE** produces small black, shiny fruits that are rather bitter in taste. Birds, however, find in them a sweet juice that they cannot resist.

They scatter their seeds throughout the forest, as if spreading the promise of renewal and delicious treats for the year ahead. It's no surprise then that the Latin name for the wild cherry is Prunus Avium or **BIRD CHERRY**.

**In 2010, L'OCCITANE brings us a moment of fragrance and creativity, and draws inspiration from the wild cherry tree to create a new, limited-edition collection!**

## Wild Cherry Tree Eau de Toilette



Limited Edition - 50ml spray

**A tender, mouth-watering touch of Provence.**

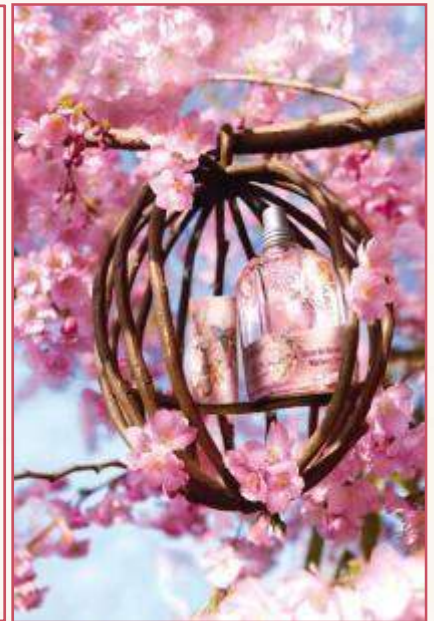
This **woody, fruity Eau de Toilette** offers a new fragrant interpretation of the cherry tree. The scent of wild cherry blossom mingles with sparkling notes of bittersweet berries, before settling into a soft woody base.

*Contains an extract of organic wild cherry tree from Provence.*

Head notes: the liquor-like scent of wild berries (blackcurrant, citron)

Heart notes: an array of coloured petals (cherry blossom, rose)

Base notes: the softness of natural woods (cedar, sandalwood, musk)



## Wild Cherry Tree Stick Solid Perfume



Limited Edition - 5ml stick

This **delightful solid perfume** is a new beauty accessory to slip into your handbag. Perfect for fragrant touch-ups throughout the day!

## Wild Cherry Tree Scented Candle & Perfume Refill



Limited Editions  
100ml Perfume Refill 200g Candle

A **scent of nature in your home**, bringing back memories of holidays in Provence.

There are also new *Cherry Blossom* products, to complement the permanent collection.

## Cherry Blossom Eau de toilette

A new fragrant format



50ml spray  
Also available in a  
100ml spray

The **evocative, feminine, spring freshness** of the Cherry Blossom Eau de Toilette is now available in a **50ml bottle**.  
Ideal for the holidays or small budgets!

## Cherry Blossom Petal-Soft Body Cream

Skin-caressing softness...



250ml jar

Enriched with **cherry kernel oil**, this light and silky cream moisturises the skin, leaving it soft and supple. Smooth on and enjoy a moment of well-being and sensuality, then delight in the lingering scent of a breeze of fragrant flowers...

## Cherry Blossom Soap

A delicate lather to delight your skin – in the bath or shower



50g soap

This soap is made with a **botanical foaming base**, to gently cleanse and perfume the hands and body. With its pretty “flower” shape, it adds a decorative touch to your bathroom.

## Cherry Blossom Gentle Shampoo & Gentle Conditioner

Be fragrant from head to toe!



Limited Editions  
250ml bottles

Enriched with cherry and wheat extracts, the **shampoo** gently cleanses the hair, leaving it soft, silky and shiny once again. The creamy **conditioner** is enriched with cherry kernel extract, and immediately softens and detangles.



L'OCCITANE uses Braille labelling on most of its product packaging (in English, so that it is understood by the greatest number of consumers).

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