

ALMOND BODYCARE 2010 NEW PRODUCTS

L'OCCITANE reveals its secrets to combine bodycare with pure pleasure!

SECRET n°1: Active ingredients derived from the almond

Until the beginning of the last century, the almond was a strong symbol of the Provençal landscape. But from the 1930s, threatened by new, more profitable crops and the mechanisation of agriculture, the almond tree became rare in the region. To support this traditional farming practice, many projects have come into being. For the last few years, every October, the inhabitants of Oraison (a small town known for its almond-crushing factories) have celebrated the annual Almond Festival, reviving the "time of the almond trees".

To help almond farmers, and to make the long-forgotten almond tree once again a familiar feature of the Provençal landscape, L'OCCITANE is committed to sourcing its almonds from producers in the south of France.

SECRET n°2: Firm and beautiful skin, thanks to the light-textured, fast-acting version of the best-selling Milk Concentrate

ALMOND MILK VEIL Firming and Beautifying

An ultra-light texture that melts onto the skin, immediately clothing it with a veil of freshness.



A skin that looks smooth and luminous, thanks to tiny reflective pearly particles.



Moisturising and firming action

- Almond oil and almond milk nourish and soften the skin.
- Almond proteins, combined with silicium, promote the synthesis of support fibres, to effectively fight skin slackening.

Proven effectiveness

Consumer test on 25 women for 3 weeks

Immediately

96%

The skin is intensely moisturised*

100%

It feels more comfortable

84%

Minor skin irregularities are reduced

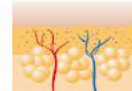
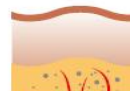
After 21 days

100%

The skin is smoother and softer

92%

It is firmer



*upper layers of the epidermis

Product plus: quick and easy to use so you can get dressed immediately after application, thanks to an ultra-practical pump bottle and an instantly absorbed texture.

L'OCCITANE
EN PROVENCE



SECRET n°3: A body that feels light and skin that feels more toned, thanks to a 100% natural, certified-organic body oil

ALMOND TONIC BODY OIL

Firming and Anti-Water

A 100% natural formula, certified organic by Ecocert.

An oil texture that allows for an optimal concentration of active ingredients (essential oils and red algae extract).



Nourishing and firming action from a combination of almond oil and milk (nourishing and softening), almond proteins and silicium (firming and smoothing).

Invigorating and detoxifying action from grapefruit, geranium and cypress essential oils (boost microcirculation) and a red algae extract (stimulates the elimination of toxins). **The visible effects of water retention are reduced. The body feels light and toned!**

Proven effectiveness

Consumer test on 25 women for 3 weeks

Immediately

100%

The skin no longer feels tight

96%

It is more toned

During the day

100%

It remains comfortable

After 21 days

96%

It is firmer

92%

Its elasticity is improved

84%

Effects of water retention are reduced

Product plus: ideal for relieving heavy legs during summer and on plane journeys.

Why is there now an organic product in the ALMOND range?

L'OCCITANE is a socially responsible company and, whenever it becomes possible, offers certified-organic products.

For its new ALMOND Tonic Body Oil, the L'OCCITANE research laboratory met the challenge of developing a formula that was:

- 100% natural, certified organic by Ecocert,
- ultra-sensorial (a light, non-sticky texture and a fresh, mouth-watering scent),
- effective on dry skin and the visible effects of water retention.



SECRET n°4: Pamper your skin all year long with the complete ALMOND routine

EXFOLIATE AND CLEANSE



Delicious Paste 200 ml



Shower Oil 250 ml

MOISTURISE AND FIRM



Milk Concentrate 200 ml



Milk Veil 250 ml



Supple Skin Oil 100 ml



TREAT SPECIFIC AREAS



Delightful Shape 200 ml



Delicious Tummy 150 ml



Bust Gel 50 ml

Tonic Body Oil 100 ml

SECRET n°5: Massage, massage, massage

Massage complements the action of skincare products:

- It boosts microcirculation, helps the active ingredients to diffuse through the skin and strengthens skin tone, bringing a feeling of lightness.
- By relaxing muscles and relieving tensions, it gives an overall feeling of well-being.

