

L'OCCITANE

EN PROVENCE



Since 2001, L'OCCITANE has been using immortelle from Corsica for its exceptional anti-ageing properties.

In 2010, L'OCCITANE is renewing the Immortelle Brightening range for women looking to maintain the youth and radiance of their skin and introduces a new ingredient: *Bellis perennis*, more commonly known as the daisy.

ANTI AGEING & BRIGHTNESS



Immortelle

The Immortelle flower derives its name from its exceptional longevity: it does not wither. Immortelle has been used throughout history, its **organic essential oil is a precious anti-ageing elixir.**



- ANTI-WRINKLE
- ANTI-FREE RADICAL
- FIRMING EFFECTIVENESS



Bellis perennis

A symbol of innocence and purity, this meadow flower - whose Latin name means eternal beauty – has remarkable brightening properties for the skin. It produces an extract that enables a **significant reduction in melanin production.**



- BRIGHTNESS, RADIANCE,
- ANTI DARK SPOTS

Effectiveness proven by tests:

BEFORE:

Limits the production of the enzyme responsible for melanin production:

50% * reduction in the quantity of the enzyme

AFTER:

Blocks the rise of melanin to the skin's surface:

70%* reduction in the rise of melanin

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70%* reduction in the rise of melanin



The skin is evenly toned, brighter and more radiant

* Proven by in-vitro tests vs placebo. This extract is concentrated at 2,5% in the skincare product range

BRIGHTENING WATER 200ml

A fresh water that tones, brightens and softens the texture of the skin.



Formula's secrets:

- Organic Immortelle Water and an alcohol-free toner
- Hamamelis floral water
- A brightening *Bellis perennis* extract with a vitamin C natural derivative

BRIGHTENING MOISTURE CREAM 50ml

A daily moisturiser with a fresh and light gel-cream texture for a moisturised, firm and youthful glow



-Formula's secrets:

- Organic immortelle essential oil, *Bellis perennis* and Vitamine C natural derivative
- A moisturising fig extract
- Light reflecting particles

BRIGHTENING ESSENCE 30ml

A fresh and light serum with an anti-dark spots action



Formula's secrets:

- Organic immortelle essential oil, *Bellis perennis* and Vitamin C natural derivative
- A wintergreen leaf extract
- Chamomile, allantoin and glycerin extract.

BRIGHTENING SHIELD SPF 40

A protective fluid and light, non oily formula with anti-UV and anti-pollution action to preserve the youthful and radiance of the skin.



-Formula's secrets:

- Organic immortelle essential oil, *Bellis perennis* and Vitamin C natural derivative
- UV filter of mineral origin
- A combination of 3 anti-pollution ingredients of vegetal origin (sunflower oil, rice loaf and ivy extracts)