

2010 Magazine

# L'OCCITANE

Divine Immortelle  
I hold the secret  
to your youth

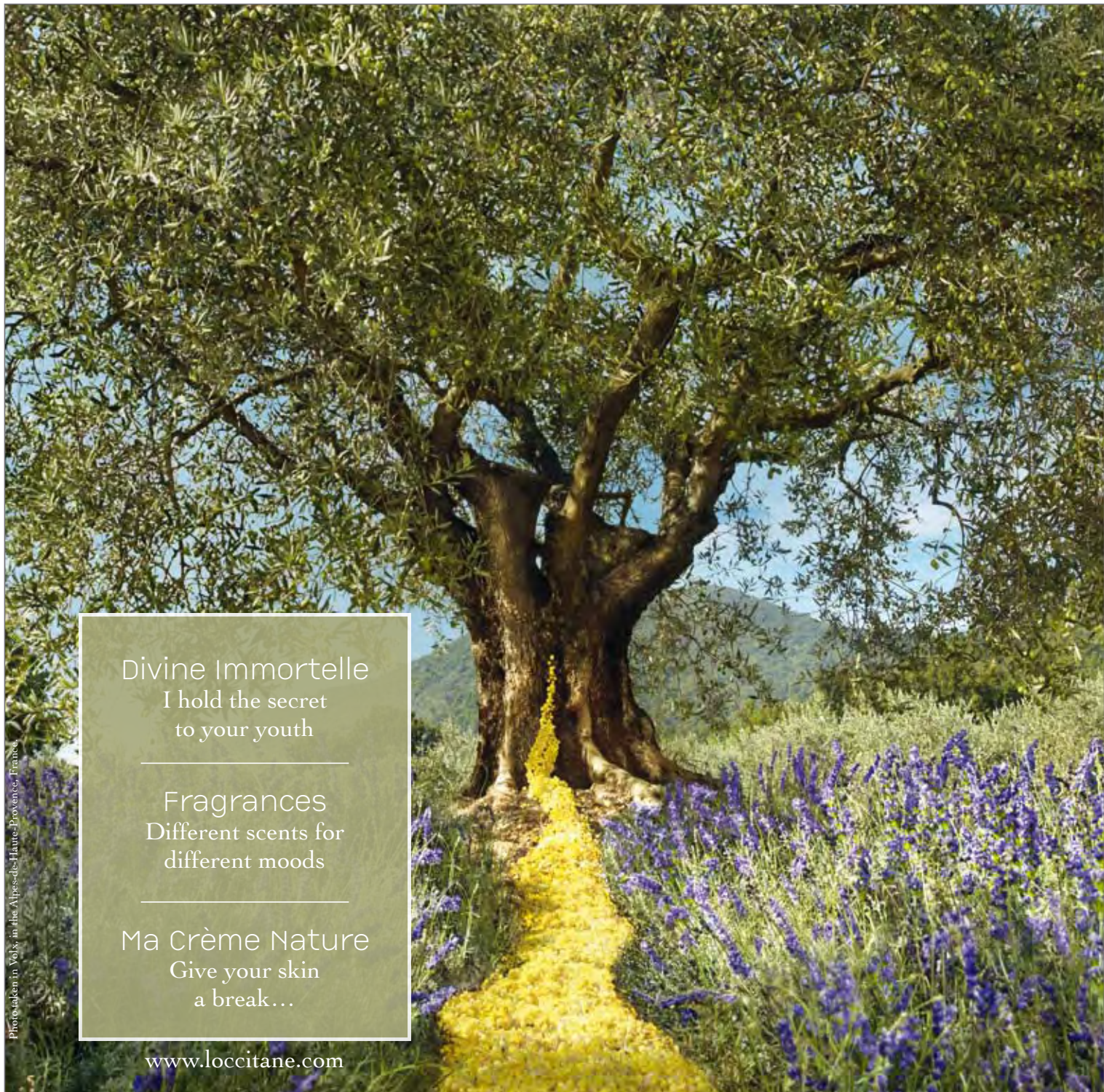
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Fragrances  
Different scents for  
different moods

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Ma Crème Nature  
Give your skin  
a break...

[www.loccitane.com](http://www.loccitane.com)



## Letter from Olivier.



“It only takes a few words to say what really matters,” writes Paul Eluard. “So, to put it simply, I’d like to say THANK YOU!”

At L’OCCITANE we always encourage our people to follow their dreams and many of our employees volunteer to work on life-changing projects in communities far and wide. For the past two years our staff have been travelling to West Africa to teach the L’OCCITANE way of making soap to women in the Burkina Faso co-operative, where our pure shea butter is made. In return for their beautiful ingredients the women of the co-operative make a proper return on their labour helping them, their families and their community to thrive. In New York many of our employees have given time to help visually-impaired children, touring schools in the Bronx giving access to the right glasses to suit each child’s individual needs. Back in Europe we’ve been working with our producers and distillers in Corsica to continue with our cultivation of the exquisite Immortelle flower.

By focusing on farming the plants organically, our growers have been able to help protect the wild Immortelle flower that flourishes in the Corsican maquis. In other L’OCCITANE news, we’ve recently discovered a grower who is so passionate about peonies it’s been contagious – we’ll be able to share our new ideas with you very soon. Thank you to all our extraordinary producers, men and women who continue to teach me so much since the earliest days at L’OCCITANE.

**Olivier Baussan,**  
Founder of L’OCCITANE.

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Responsibility, solidarity, the environment

# L'Occitane skincare expertise



What dictates the direction of your skincare research?

At L'Occitane we always take our inspiration from nature - the humble olive tree, for instance. A high sugar content in every leaf helps to regulate moisture levels, protecting the tree from the intense dry heat of the Mediterranean summer. From the tree we make olive water, then extract polyphenols (powerful anti free radical agents) and potassium, which together protect against moisture loss and stimulate cell renewal and metabolism.

### Are plants a source of innovation?

With scientific evidence to show that Immortelle and Myrtle stimulate production of collagen and activate the longevity protein, Sirtuin 1, the all round anti-ageing results these two ranges are achieving have exceeded even our expectations.

### Finally, are there any recent advances that you'd like to tell us about?

It would have to be the texture of the Immortelle Divine Cream. This product has succeeded in combining deeply nourishing ingredients with a very light, silky smooth texture. I am very proud of this innovation.

**Jean-Louis Pierrisnard,**  
Director of Research & Development.



**Moisturizing Face Lotion 30 ml**

This silky smooth, daily face lotion has a fresh, sheer texture and is ideal for dull and dehydrated skin. Throughout the day, it moisturises, helps to protect the skin, and boosts radiance - as if you'd just spent the day in the fresh air.

**EFFECTIVENESS TEST:**  
25% increase in hydration after 8 hours.

**CONSUMER TEST:**  
- skin is lastingly moisturised: 96% of subjects,  
- skin is more radiant: 92% of subjects.

Test conducted on 25 volunteers over 3 weeks.

## Organic Olive



**1. Moisturizing Face Mask 50 ml** A mask with an ultra-fresh, rich creamy texture that quenches the skin's thirst. **2. Toning Face Mist 150 ml** A reviving face mist to invigorate and energise.

**3. Organic Radiant Cleansing Foam 100 ml** A gentle foam that deeply cleanses the skin and protects from moisture loss. **4. Cleansing Milk 150 ml** A creamy lotion that gently removes make-up.

## Give your skin a break

# Ma Crème Nature®

"My skin is tired and easily irritated. It reacts to every product I use."

Don't worry; your skin just wants some rest. It needs to take a break... Treat it to an intensive skincare programme: drink herbal teas, eat lots of fruit and vegetables...and apply Ma Crème Nature. This 100% natural, certified-organic cream contains all the vital nutrients your skin needs to take a well-deserved, one-month break.

## Do it yourself!

It's so easy: all you have to do is mix! The organic concentrated preparation with olive tree leaf extracts and olive water has moisturising and anti-free radical properties and is rich in potassium. The second preparation combines olive oil with skin-softening olive butter and protective shea butter. When you run out, why not keep it green and use our handy eco-refill.



1

Pour in the preparation rich in plant oils.



2

Add the concentrated preparation of organic olive tree extracts.



3

Mix well.



4

Keep in the refrigerator to conserve all the cream's benefits.

# Immortelle, I hold the secret to your youth.

**F**or the Immortelle, youth is not a question of age. After all, even when picked, the flower never fades.

There is a scientific explanation for this gift of longevity: the exceptional concentration of active ingredients in this flower. From the many varieties of Immortelle, we chose to use *Helichrysum italicum* (the “golden sun” of the Corsican landscape), since the nature of the Corsican soil plays an essential role in the quality of its anti-ageing constituents.

Since 2004, organic plantations have been created in the Balagne region and Eastern Corsica. L'OCCITANE has registered three patents, which attest to the innovative nature of our research into cell regeneration and the remarkable effectiveness of our Immortelle skincare products.

**Yves Millou,**

Profession: Biologist

Passion: Botany

## Day Care



### 1. Precious Cream 50 ml

A smooth, silky cream, rich in organic immortelle essential oil, which leaves skin smoother, firmer and visibly younger-looking – with long-lasting results.

#### EFFECTIVENESS TEST (1):

- reduction in the average depth of wrinkles: -32.2%.

#### CONSUMER TEST (2):

- supple and comfortable skin: 93%.

(1) Test conducted over 4 weeks on a 49 woman panel. (2) Test conducted over 4 weeks on a 54 woman panel.

**2. Essential Face Water 200 ml** Tones and softens the skin. **3. Eye Balm 15 ml** This gentle and velvety balm smooths the eye area and reduces dark circles and puffiness. Your eyes look fresher and younger. **4. Cream Mask 125 ml** A rich, creamy mask that immediately replenishes the skin, for a luminous complexion and skin that stays younger-looking, longer.

## Brightening Care



**1. Brightening Moisture Cream 50 ml** A moisturising cream with an ultra-fresh gel-cream texture, for radiant skin with a youthful glow! **2. Brightening Cleansing Foam 150 ml** Perfectly cleanses the skin and brightens the complexion. **3. Brightening Essence 30 ml** This fresh and light serum is a concentrated formula that visibly preserves the skin's youthful appearance and gives the complexion a radiant glow.

## Night Care



### 1. Very Precious Cream 50 ml

Comprehensive repairing night care. Rich in organic immortelle essential oil, this night cream helps to fight all the signs of ageing - wrinkles, loss of firmness, loss of radiance and dark spots.

#### EFFECTIVENESS TEST (1):

- after 4 weeks, reduction in total surface area of wrinkles: 25%.

#### CONSUMER TEST (2):

- skin seems firmer and regenerated: 89%,  
- complexion is even: 89%.

(1) Test conducted on a 48 woman panel. Average improvement measured on 25 women. (2) Test conducted over 8 weeks on a 44 woman panel.

**2. Very Precious Regenerating Concentrate 30 ml** This night serum is a dry oil that contains a high concentration of organic immortelle essential oil. After just a few applications, the skin is smoother and firmer. It looks regenerated, restructured.

# Divine Immortelle

**B**ringing together the eternal beauty of the Immortelle flower that never fades and the centuries-old Myrtle shrub that regenerates after fire has created nature's ultimate recipe for anti-ageing. We looked at how best to harness the twin power of these time-defying plants and now have a third patent pending on the unique action of this divine combination which, incredibly, doubles the lifetime of skin cells.



### Divine Cream 50 ml

A cream that feels as soft as silk, our Divine Cream deeply nourishes, stimulates collagen production and helps increase cellular vitality deep in the epidermis. For skin that looks beautiful, younger, regenerated.

#### EFFECTIVENESS TEST (1):

- reduction in the intensity of dark spots: 32%.

#### CONSUMER TEST (2):

- the skin is revitalised: 90%,  
- the skin is smoother: 94%,  
- skin slackening is reduced: 84%.

(1) Anti-dark spot effectiveness evaluated by clinical scoring on 32 women over 8 weeks. (2) Test conducted over 4 weeks on a 50 woman panel.

# Almond-Apple

First signs of ageing: smoothes and protects



## Velvet Eye Gel

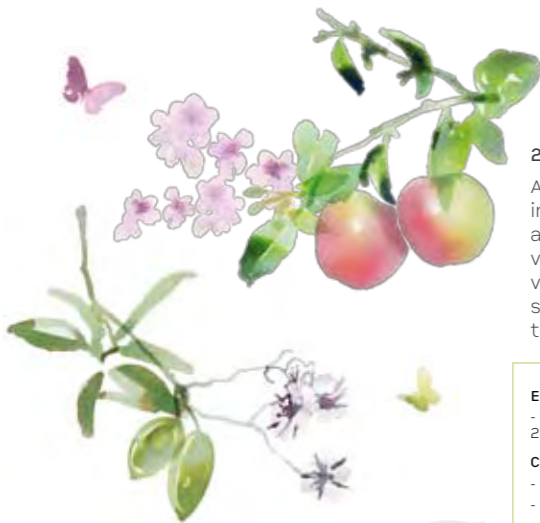
This formula treats the skin just below the eyes without touching the lashes or upper eyelids, by using capillary action. When applying, start at the inner corner of the eye and work outwards, using light patting movements. Don't forget crow's-feet lines.

**Kimmy Poon, Senior Spa Therapist, L'OCCITANE Spa Hong Kong Star Street.**

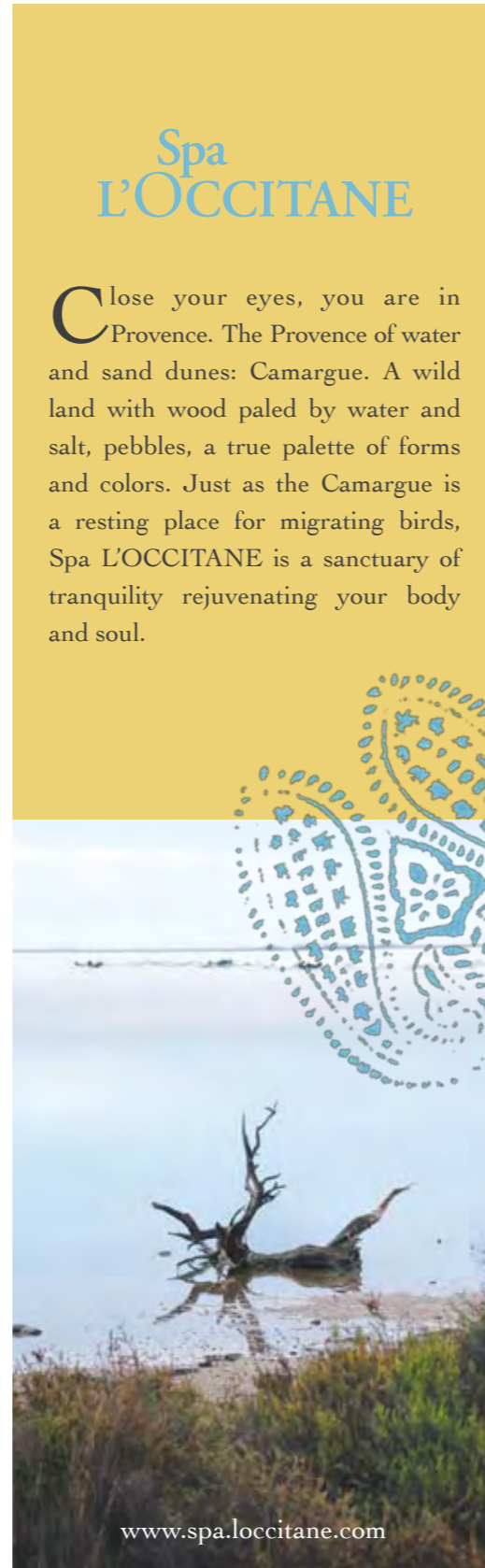
## 2. Velvet Concentrate 50 ml

A unique combination of active ingredients that come from the almond and the apple. The Velvet Concentrate visibly improves the beauty of your skin and strengthens its defences against the first signs of ageing.

**EFFECTIVENESS TEST:**  
- average reduction in the size of pores: 28%.  
**CONSUMER TEST:**  
- skin's texture is smoother: 92% of women,  
- skin's elasticity is enhanced: 92%.  
Tests conducted over 4 weeks on a 25 woman panel.



**1. Velvet Eye Gel 15 ml** This gel helps effectively protect the eye area against the first signs of ageing. **3. Cleansing Oil 200 ml** Removes all traces of make-up and impurities. **4. Sweet Peel 100 ml** Gently exfoliates, softens and refines skin texture, and helps tighten pores.



## Spa L'OCCITANE

Close your eyes, you are in Provence. The Provence of water and sand dunes: Camargue. A wild land with wood paled by water and salt, pebbles, a true palette of forms and colors. Just as the Camargue is a resting place for migrating birds, Spa L'OCCITANE is a sanctuary of tranquility rejuvenating your body and soul.

www.spa.loccitane.com



# Red Rice

Combination and oily skin: purifies and mattifies



## Clarifying Rice Mask

Before application, steam your face over a bowl of hot water for 5 to 10 minutes. This will prepare the skin and make it more receptive to the active ingredients. Apply the mask and place damp cotton pads over the eyelids. Light a scented candle or put some essential oils in your perfume diffuser. Then all you have to do is relax...

**Valquiria Meira, Spa Therapist, L'OCCITANE Spa Sao Paulo Bela Cintra.**

**2. Ultra-Matte Face Fluid 30 ml** A moisturiser with an ultra-light texture that hydrates, mattifies and balances the skin.

**EFFECTIVENESS TEST:**  
- immediate mattifying effect that lasts for 8 hours,  
- average reduction in sebum levels on the surface of the skin: 18%.  
**CONSUMER TEST over 4 weeks:**  
- skin stays fresh throughout the day and pores are tightened: 100%.  
Test conducted on 26 volunteers.

**1. Clarifying Rice Mask 75 ml** A purifying face mask that dries without pulling on the skin, and gives a long-lasting matt and velvety finish. **3. Foaming Rice Cleanser 200 ml** Gently removes make-up, impurities and excess sebum and leaves skin perfectly cleansed. **4. Purifying Rice Toner 200 ml** A bi-phase toner that purifies and mattifies, leaving skin fresh and perfectly clean.

# Shea Butter

Dry skin: nourishes and protects



## Ultra Rich Face Cream

Start at the décolleté and work up to the face. Lightly smooth over the skin with the fingertips. Work outwards from the middle of the face: from the chin to the ears, the nose to the cheekbones, the middle of the forehead and down over the temples. Complete your ritual by pressing three times on the base of the neck to boost microcirculation.

**Maud Cesco Casanova, Spa Manager and Therapist, L'OCCITANE Spa Paris, Rue de Sèvres.**



## 1. Ultra Rich Face Cream 50 ml

For round-the-clock moisture, the secret of this cream is the 25% pure shea butter that melts into the skin to moisturise deep down and help skin feel beautifully smooth, deeply refreshed and wonderfully comfortable.

**CONSUMER TEST:**  
- the skin is deeply nourished and moisturised throughout the day: 100%,  
- the skin is protected against harsh environmental conditions: 100%,  
- the skin feels soft, supple and comfortable: 100%.  
Test conducted over 4 weeks on a 26 woman panel.

**2. Fabulous Serum 30 ml** A serum for all skin types that helps to visibly repair and instantly smooth out fine dehydration lines while providing protection against harsh environmental factors. Its incredibly smooth, creamy texture immediately enhances the skin's beauty and radiance. **3. Fresh Face Water 200ml** Now you can cleanse, tone and moisturise in a one simple step. **4. Ultra Rich Eye Balm 15 ml** A moisturising eye balm to smooth fine lines and restore comfort and suppleness to the eye area.

## Tomorrow, I shall shave with a smile on my face!

In the heart of Paris you can find a temple to the fine art of the perfect shave where true aficionados make regular pilgrimage. Here, Monsieur Alain, the master barber, reigns supreme amidst a fascinating array of tools of his trade including razors and brushes of all styles and sizes. With a wealth of experience tending to the distinguished chins of his loyal clientele, Monsieur Alain now shares his secrets for a smooth, pleasant and easy daily shaving ritual.

Monsieur Alain, 8, rue Saint-Claude 75003 Paris - Métro station: Saint-Sébastien Froissart - Open Tuesday to Saturday, 9.15 a.m. to 7 p.m. - Tel.: +33 (0)1 42 77 55 80 www.maitrebarbier.com



**Eau de L'OCCITAN 100 ml**  
The aromatic and spicy accord of lavender and black pepper.

**Eau des BAUX 100 ml**  
A sensual and mysterious blend of cypress and frankincense.

## Do men need skincare?

Absolutely! Every day, men's skin is exposed to the same environmental factors as women's including sun, pollution, wind and cold, plus all the perils of razor burn. So, it makes sense to protect, hydrate, firm, smooth, soothe, regenerate and help reduce wrinkles, too.



CADE Youth Concentrate 50 ml

### Expert tip from L'OCCITANE

To keep skin in tip-top condition, reduce blemishes and avoid ingrowing hairs, gently exfoliate once or twice a week. Use Cade Juniper Bark Scrub for men and you'll slough off dull dead cells and create the ideal base for a perfect shave.

## Tips from the Master Barber



1

CADE Shower Gel 250 ml  
L'OCCITANE Shower Gel 250 ml

Shave first thing in the morning, before you eat or drink anything and take a warm shower first, letting the water soften your skin in preparation for shaving.



2

CADE Shaving Cream 150 ml  
Shaving Bowl

Using your hands or a shaving brush, work the cream into your face to form a rich lather. Then, using a clean, sharp blade, shave in the direction of your bristles to minimise any nicks or cuts. When finished, reapply your cream and shave once more – this time against the direction of growth for a close smooth result. Finally, rinse with cold water to tighten pores.



3

CADE After Shave Balm 75 ml

Finish the ritual by massaging your skin with After Shave Balm to soothe and hydrate before applying a few drops of eau de toilette or fragrance to skin where you haven't freshly shaved.

## OUR SHEA BUTTER - A TRUE STORY



## Our shea butter soap recipe

Bursting with soothing natural moisture that melts into the skin to soften and protect, shea butter is a natural wonder and the key ingredient in our nourishing soap. The L'OCCITANE laboratory has created a simple artisanal formula that volunteers from the Nord&Sud association teach to the women in Burkina Faso. The result is a wonderful soap that uses only the purest natural ingredients.

## The women soap makers of Burkina Faso

### Passing on the L'OCCITANE expertise

L'OCCITANE recently celebrated the 20<sup>th</sup> anniversary of our first shea butter range and with it, our inspirational co-development programme with Burkina Faso. Over the years this simple yet visionary scheme has helped unite 11,000 women who now work together in a productive co-operative.

As this partnership has flourished we also have certain vocational activities including a voluntary mission of L'OCCITANE employees who aim to pass on their expertise to workers in other countries. Maud Reboul, our Sustainable Ingredients Manager, was in the first group of the association\* to travel to Burkina Faso and has

witnessed first hand the success there. The laboratory in Manosque has developed a simple recipe for an artisanal shea butter soap. In the space of just six missions, we have already trained over 500 Burkinabe women. "Now, as Maud explains, the scheme has its own rhythm." Some make soap for their family to use, others sell their soaps on local markets. This project is now completely sustainable, as the women we have trained go on to train other women from nearby villages. The association is currently working with the laboratory on a new formula: a protective ointment made with shea butter – a recipe that the women in Burkina Faso are impatient to discover!



\*The budget of the Nord&Sud association is financed by the L'OCCITANE Foundation.

# 3 trees for a beautiful body...

Nourish, moisturise and smooth



## The Olive Tree, Natural care, to moisturise and revitalise



If just one tree were to remain on Earth, I would choose the olive tree. It has every gift you could hope for: it brightens, nourishes, treats and it brings people together. The olive tree cannot flourish without the help of man, and I could never live in a land without olive trees.

Olivier Baussan,  
Founder of L'OCCITANE.

1. Body Lotion 200 ml Enriched with organic olive tree extracts, this light body lotion is ideal for every day use as it enriches skin with instant and long-lasting moisture. 2. Shower Cream 200 ml 3. Gentle Body Scrub 200 ml

## The Almond Tree, Delectable care, to firm and smooth

In the winter light, the first clusters of frothy white flowers appear on almost bare branches. The almond tree heralds the coming of spring and yields a fruit used in everything from the kitchen to the bathroom. In Provence almonds are used in the thirteen Christmas desserts but the women of this region have long prized the beauty benefits of this native tree and continue to pass them down from one generation to the next.

Cécile de Verdelhan, Marketing Director.



**1. Milk Concentrate Firming & Smoothing 200 ml**  
This body cream nourishes and softens the skin and provides effective action to help combat skin slackening.

**EFFECTIVENESS TEST (1):**  
- skin-tightening effect observed.

**CONSUMER TEST (2):**  
- skin is smoother: 92%,  
- skin is more elastic: 76%.

(1) Test conducted over 4 weeks on a 19 woman panel. (2) Test conducted over 4 weeks on a 25 woman panel.



2. Supple Skin Oil – Firming & Softening 100 ml  
3. Milk Veil – Firming and Beautifying 250ml



## The Shea Tree, Essential care, to nourish and protect

Generous, nourishing, essential... For the women of Burkina Faso, the shea is known as the 'tree of life'. For the L'OCCITANE Foundation, it was the starting point for one of our most inspiring true stories. For the past twenty years, this generous, rich and nourishing fruit of this wonderful tree has been at the heart of our actions as a socially responsible company.

Maud Reboul,  
Sustainable Ingredients Manager.



**1. Ultra Rich Body Cream 200 ml**  
A rich, thick, smooth cream with 25% pure shea butter, that works to deeply hydrate skin and leave it soft, smooth and beautifully supple.

**CONSUMER TEST:**  
- the cream is rapidly absorbed (88%) without leaving a greasy residue (81%),  
- skin is deeply nourished, lastingly moisturised and protected (100%),  
- skin feels soft, supple and comfortable (100%).  
Test conducted over 3 weeks on a 26 woman panel.

2. Organic Shea Butter 150 ml 3. Foot Cream 150 ml/30 ml  
4. Hand Cream 150 ml/30 ml

# Beautiful fragrances to suit your mood

When it comes to perfume, true love doesn't have to be forever. Instead, it's perfectly acceptable to indulge in a temporary passion with something new, alongside your long-term favourites.

We each wear perfume for different reasons and in different ways. Some fragrances will capture a particular mood or time while others will work with different seasons. In November, lavender will mock grey skies and scorn rain, in March, cherry blossom bids spring to come quickly while Verbena endures through August's summer storms. And, for a journey across the Mediterranean, what better scent captures the timeless allure of this beautiful landscape than beguiling jasmine?

## Insolent Rose

On the evening of Valentine's Day, as the sky persists in threatening rain, no scent could be quite as perfect as Rose. I've put on my spring dress, and I'm already late – for a difficult choice must be made: will it be *Nuit de Mai* or *Rose 4 Reines*?

### This rose is rare

The ideal conditions for the fine *Rosa Centifolia* are swathes of coastal land and fresh hillsides. In Grasse, it has been a renowned native since the Middle Ages, with its floral, honeyed and spicy notes prized by great perfumers for centuries. To capture the rose at the height of its natural powers, each one is plucked by hand in the morning when each bud is still kissed by the dawn dew. Expert fingertips pick each bud from the stem with an adept twisting movement. A May rose in bloom is never touched by scateurs.



1. *Rose Nuit de Mai Eau de Toilette 75 ml* A captivating scent that evokes the traditional May festivities in Provence: when night falls, scents of roses blend with the warm aromas of woody essences. 2. *Rose 4 Reines Eau de Toilette 75 ml/20 ml/Roll-on 10 ml* Let the delicate, velvety fresh bouquet of the finest roses gathered from Grasse, Turkey, Bulgaria and Morocco surround you in this exquisite fragrance inspired by the four Queens of Forcalquier.



## Joyful Verbena

When August brings the first big storms, or when the last hours of a sultry summer's day weigh heavy in the atmosphere, the scent of Verbena lightens the air with its joyful, fresh aroma. In the heart of winter, when all is dark and gloomy, why not conjure up sunny images of the bustling, sun-soaked markets of Provence with this softly subtle, lemony scent?

1. *Verbena Eau de Toilette 100 ml* The Verbena Eau de Toilette was inspired by the markets of Provence, where the freshly picked, green bundles of Verbena leaves diffuse their fresh, lemony scent. 2. *Shower Cel 250 ml* 3. *Body Lotion 250 ml*.

## Mysterious Verbena

Looking at this small plant, you would never imagine the role it played in the ancient days of mankind. It has been given all sorts of names, from Witches' Herb to Venus Herb, and has been attributed with an array of incredible powers. That it is irresistible to doves is a surprising fact, rather than the fiction you might believe.



## Two seasons

For Albrecht Von Keyserlingk, farmer and distiller in the Costa Verde, Corsica, there are two verbena harvests each year - one at the beginning of summer, the other in early autumn.



1

## An A.O.C. lavender

**L**avandula angustifolia grows in the mountains of Provence, at an altitude of over 800 meters. It is the lavender of the hills of Giono. In 1981, the producers of this lavender were awarded A.O.C. certification for its essential oil.

The oil was a Sleeping Beauty: no-one had taken much interest in it before Olivier Baussan. Nowadays, when lavender producers talk about A.O.C., they talk about L'OCCITANE.

Michel Krausz,  
Director of the Interprofessional Committee of French Essential Oils

Which plant does what?

Lavandin is a high-yielding hybrid variety, generally used by producers of cleaning products. The A.O.C. lavender essential oil from Haute Provence has been chosen for use in high-quality perfume, beauty and aromatherapy products.



## Much-loved Lavender

**Y**ou can love lavender at any age. In my house, everyone wants a little: the eldest son, the youngest daughter, the father, the mother, and even the older generations. And if it makes them happy, I'm happy. Lined up on the dressing table are the eau de toilette, shower gel and shampoo. It's bath time!



1. Eau de la Récolte Bleue Eau de Toilette 100 ml Composed as a celebration of summer, this fragrance is loved by men and women alike. 2. Foaming Bath 500 ml 3. Hand Cream 75 ml 4. Foot Cream 75 ml

## Pastoral Cherry Blossom



**C**herry blossom is the scent of spring - the sun gentle on your skin, light breezes fragrant. Our fresh airy floral captures this fleeting moment so you can enjoy Cherry Blossom every day of the year.



Cherry Blossom  
Eau de Toilette 100 ml/50ml

A soft, fresh and airy floral scent. All the evocative beauty of cherry blossoms carried on the first spring breeze.

## Green Tea



Green Tea  
Eau de Toilette  
100 ml

The fresh and delicate facets of green tea are captured in this subtle and revitalising Eau de Toilette, which invites you to delight in simple pleasures from a distant land.

Don't forget...

## Irresistible Orange



**T**he days are too short since night and morning became one. Zesty temptation beckons and I feel the need for vitamins... With two stealthy flamenco steps, I take the last drops of Ruban d'Orange – his favourite fragrance. But he won't say anything... It's his birthday and he insisted: he wants a full bottle and I must promise not to empty it anymore once his back is turned! I added a bottle of Green Tea: who could resist?

Ruban d'Orange Eau de Toilette 100 ml  
A sunny fragrance with a soft, comforting finish.



## Land ahoy!

Before they even catch a glimpse of the coast ahead, the sailors know they are close by - the sea breeze has carried to them the scents of their next land. There's Labdanum from Seville, Mimosa from the slopes near Grasse, Jasmine from Egypt, Iris from Tuscany, Cedar from Atlas, Myrtle from the Corsican maquis, or Neroli from Nabeul on the Cape Bon Peninsula. And because legend says it watches over them, the sailors never leave without their faithful friend, the Wind Rose, which accompanies them on every voyage. When they return, the hold of the ship is aromatic with nature's bounty: flowers, fruits, resins, absolutes - all loaded onto the vessel from different lands, from different seasons, gathered where the sun never leaves the sky. Take a journey across the Mediterranean, eyes closed, choosing your destination guided only by your nose.



- 1. Jasmine Eau de Parfum 75 ml, Egypt.
- 2. Labdanum Eau de Parfum 75 ml, Seville, Spain.
- 3. Mimosa Eau de Parfum 75 ml, Estérel, France.
- 4. Cedar Eau de Parfum 75 ml, Atlas, Morocco.
- 5. Myrtle Eau de Parfum 75 ml, Corsica, France.
- 6. Neroli Eau de Parfum 75 ml, Nabeul, Tunisia.
- 7. Iris Eau de Parfum 75 ml, Tuscany, Italy.

# Precious, perfect Peony



There are 700 varieties of peony in Monsieur Rivière's nursery. His is a unique collection, the fruit of a passion shared by many generations. "The peony only blooms for two weeks with a flower so big, so beautiful that it must be ephemeral. With fine, delicate petals the peony has a full-blown opulence with a fragile lightness that moves in the slightest breeze. Some peonies are fragrant, with lemony or floral notes reminiscent of lily of the valley and rose. What makes the fragrance of the peony so distinctive is its lingering freshness - an almost rustic scent like freshly cut grass. We've fallen in love with the peony in all its incarnations."

### You'll discover

A pure yellow called Mine d'Or (goldmine). The orange shade is aptly named: Aurore means dawn in French. And the red peony, Feu d'Artifice, with golden flecks at the tip of each petal, does indeed make me think of a firework...

### You'll discover

That blushing like a peony is much more elegant than going as red as a beetroot!

### You'll discover

Pastel pigments and radiant shades in a peony-inspired collection of face powders, eyeshadows and blush.

Coming to  
**L'OCCITANE**  
stores in Spring 2010

# Your hair loves essential oils

Everyone knows what it's like to wake up to a bad hair day, when your hair refuses to behave and just wants to sulk. If you want to understand why your hair is so upset, you need to get to know it better... A hair consists of a root and a shaft, which is made up of keratinized cells that form the cuticle. Under this cuticle is the heart of the hair: the cortex. These cells are extremely well organised and overlap like tiles on a roof. However, they can be weakened by mechanical and chemical actions (blow-drying, colorants, etc.) and by

the environment (wind, sun, etc.). When this happens, the cuticles are lifted and the hair becomes rough, dull and brittle. It no longer reflects the light. Stubborn hair is a sign of unhappy hair... It is not so much the seasons that affect your hair, but your lifestyle. It needs protection and nourishment. Just like us, our hair seeks a solution to everything through essential oils and plant oils. When used in the right amounts, they provide maximum repair and protection.



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## Come into the garden...

The L'OCCITANE Foundation is a patron of the Musée National d'Histoire Naturelle (natural history museum) in Paris. It has financed the design and development of a website for the museum's Jardin des Plantes. This digital and interactive garden will come online in 2010, to provide information about the different plants. Visit the L'OCCITANE Foundation website in spring to find out more.

**1. Repairing Shampoo 300 ml/500 ml - Repairing Conditioner 250 ml/500 ml** This shampoo and conditioner are constructed around a natural complex with repairing, strengthening and regenerating properties, to help smooth and soften the hair fibre. For hair that always looks and feels soft, silky and shiny.

**2. Repairing Serum 100 ml** Helps to repair damaged ends and prevents frizz. **3. Repairing Mask 250 ml** A hair mask that acts deep down to help nourish and replenish the hair fibre to the core. A rich, silky cream that feeds the hair and leaves it soft and shiny.



**Volumising Care**  
Fine and normal hair

**Repairing Care**  
Dry and damaged hair

**Soothing Care**  
Sensitive and irritated scalps



**4. Volumising Shampoo 300 ml/500 ml - Volumising Conditioner 250 ml/500 ml** This shampoo and conditioner give volume, shine and a healthy bounce to even the finest hair, as well as helping improve skin microcirculation.

**5. Soothing Shampoo 300 ml - Soothing Conditioner 250 ml** Thanks to a soothing complex of essential oils, irritable scalps get healthier and feel comfortable again, too.

## Both Visible & Invisible

While a house will have its own style, home fragrances give it its character... Lavender for bath time, Fig Tree Leaf when night falls, Candied Fruits to whet the appetite, Provençal Landscape at dawn... These architects of our olfactory space set the tone and become the accessories of a décor that is both visible and invisible.



### Zen:

a bunch of wooden sticks held in a glass ink pot and placed on a desk to diffuse relaxing scents into the air during moments of concentration...

**100 ml refills for Capilla**  
Scents available: Fig Tree Leaf, Provençal Landscape, Lavender, Verbena, Winter Forest, Candied Fruits.

### Brilliant:

a candle held in its little tin creates both light and scent. When not in use, the lid goes on, and it's still as eye-catching as ever.



**100 g Scented Candle**  
Scents available: Fig Tree Leaf, Provençal Landscape, Candied Fruits, Winter Forest, Amber, Spicy Cinnamon, Orange Blossom, Lavender, Verbena, Relaxing.

### Precious:

a solid bottle topped with an atomizer pump, so a beautiful scent can mist into the air of your home.

**100 ml Home Perfume**  
Scents available: Candied Fruits, Winter Forest, Amber, Spicy-Cinnamon, Orange Blossom, Green Tea, Rose.



## Our corporate, social & environmental responsibility



**Katia Michieletto,**  
CSR Manager.

Our corporate and social responsibility department is overseen by Katia Michieletto, who previously worked in Human Resources at L'OCCITANE.

"Choosing someone for this position from the HR department is symbolic of a desire to unite all players – be they employees, suppliers or institutions – to implement the principles of sustainable development within the company. Each one of our actions counts, from the most basic to the most complex. It teaches us humility; we will always be able to do better. But the decision-makers needed no convincing: a sense of responsibility is a core value of L'OCCITANE."

Here's a few of our principles in action:

- Thanks to the eco-refills for the Aromachologie and Shea Butter ranges, we use 60% less plastic in packaging.



- Yoga and gym lessons are given at the head office, there is a weekly organic market in the company car park, and an inter-company crèche is available to help employees with young children.

- The extension to the production site at Manosque was ecologically designed. It features solar-powered water heaters and heat pumps, photovoltaic panels, and automatic light control, for 70% energy self-sufficiency.



- By using combined rail and road transport to deliver merchandise to stores in the Paris region, we can save 60 tonnes of CO<sub>2</sub> per year. We plan to extend this method of transport to Belgium and the UK as soon as possible.

## L'OCCITANE, a true story.

L'OCCITANE is a brand that offers high-quality and sensorial beauty products and fragrances. It uses natural active ingredients with proven traceability. It uses plant-based active ingredients, which are often organic and of controlled origin (AOC), from the lands of Provence or the Mediterranean.

Its products are authentic and "respectful". Its formulations are guided by the principles of phytotherapy, the handing-down of cultures and local expertise, and respect for both man and the environment.

The formulas and fragrances are both effective and sensorial. It has a rigorous formulation charter and has patented its natural complexes of active ingredients. The effectiveness and safety of its formulas are tested under medical supervision. Textures and fragrances are inspired by the Mediterranean art de vivre.

To find out more, visit: [www.loccitane.com](http://www.loccitane.com)

# L'OCCITANE

## EN PROVENCE



In line with our eco-friendly standards, the paper of this document comes from forests that are sustainably and responsibly managed to strict environmental and social standards. Documents and illustrations non-contractual, subject to stock availability. L'OCCITANE - 04100 Manosque - www.loccitane.com - 52DCCT0AN.

## Divine Immortelle. New Ultimate Complete Care.

The secrets of longevity are hidden in Corsica... L'OCCITANE has united them in its exceptional new ultimate complete care: Divine Cream. The Immortelle flower never fades, even after being picked. Immortelle essential oil helps to stimulate collagen synthesis, to firm the skin and enhance the radiance of your complexion\*. Myrtle essential oil helps to regenerate cells, to restore their youthful dynamism. Your skin is reborn. **L'OCCITANE, a true story.**

3 patents pending. Tested on 50 women over a 4-week period: the skin is immediately more radiant and luminous (91%), smoother (94%), revitalised (90%). \*In vitro tests.



[www.loccitane.com](http://www.loccitane.com)