



2009 Catalogue

L'Occitane

Immortelle,
a precious gold
from Corsica

Organic or
not Organic?

Shea Butter,
20 years dedicated
to your beauty

The Camargue
the legendary wetlands
of Provence

Editorial

by Olivier Baussan.



This year, L'OCCITANE is celebrating the 20th anniversary of its first Shea Butter range and 20 years of its co-development program with Burkina Faso. We could also have celebrated the first journey to Ouagadougou, five years earlier, or the cooperative formed by the first twelve shea nut pickers... Today, we work in partnership with 11,000 women from Burkina Faso. Every step along the Shea Butter path has been an important one. It has brought us to where we are today and shapes our way forward, with these women. I can humbly say that I am proud to have led this project and to have allowed others, through us, to discover Shea Butter. After all, the real accomplishment is in the passing on. Since 2006, the L'OCCITANE Foundation has carried on our desire to share, in Burkina Faso and elsewhere. And so the story continues...

Olivier Baussan.

Photos/Illustrations : R. Romenville, P. Gaudet, A. Baussan, P. Parchet, M. Duong, F. Azemard, F-X Emery



A true story.

The story begins in Provence, in 1976, when L'OCCITANE was created by Olivier Baussan. Drawing inspiration from the lands and techniques of the Mediterranean, he developed skincare products and fragrances that were natural and authentic, effective and deliciously appealing.

L'OCCITANE beauty products are a true art de vivre devoted to your well-being. We bring together nature and research, following the principles of phytotherapy and aromatherapy. We create formulas that are rich in natural active ingredients and essential oils, which are mostly organic, patented and of controlled origin. Our products are dermatologist-tested.

L'OCCITANE is a socially responsible company, committed to limiting the impact of its actions and products on the environment. Moreover, we are constantly striving to further reduce this impact. We pursue our research with the aim of offering the very best natural or certified-organic products.

From the very beginning, L'OCCITANE has established links beyond the Mediterranean and supported sustainable development programs. One example of this is Burkina Faso, where the company has brought together women's cooperatives around the production of shea butter. Today, the L'OCCITANE Foundation (fondation.loccitane.com) continues to support these projects – projects that give the brand its meaning and purpose.

To find out more, visit: www.loccitane.com

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Skincare

L'OCCITANE

true beauty products

They say that in Provence, beauty secrets grow in the fields. But they only really come to life in the L'OCCITANE laboratory... Jean-Louis Pierrisnard works with a team of researchers, whose role is to develop and continually improve formulas, textures and the patented complexes in the L'OCCITANE skincare products. Katia Fontès, head of formula development, is a member of this team.



3 questions for Katia Fontès:



> How can we recognize a L'OCCITANE formula?

First of all, by the main active ingredients. Our formulas always include plant active ingredients from the lands of the South. We were one of the first companies to insist on using botanical active ingredients. Up until the end of the 20th century, most laboratories swore only by animal-derived active ingredients.

> How are the products tested before they reach the market?

We have never tested our finished products on animals. All tests are carried out either in vitro or on panels of volunteers (in vivo). Skin tolerance tests are conducted by authorized independent institutes to ensure that our products are perfectly tolerated.

> And how do you know if a formula is effective?

In addition to skin tolerance tests, we conduct both activity and use tests. Let's take the Very Precious Cream with Immortelle as an example. Using photographic enlargements, tests showed the effectiveness of this cream on the surface area, number and depth of wrinkles. What's more, from the 44 women aged 40 to 50 who took part in the 8-week use test, 84% found that their complexion was radiant, while 89% thought their skin was regenerated and firmer.

Which range is right for me?

1. What is your skin like when you wake up?



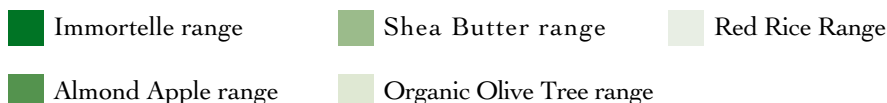
2. What kind of skincare product do you currently use?



3. What would you like to improve about the skin on your face?



Find the L'OCCITANE range that is best for your skin, based on your answers:



Almond Apple

Reveal all the freshness of mouth-wateringly beautiful skin

The combination of two fruits devoted to your beauty, for a perfect skin texture and a lastingly youthful complexion.

To moisturize

To cleanse your skin

To exfoliate



3. Velvet Concentrate

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. Cleansing Oil Removes all traces of make-up and impurities on the surface of the skin. 200ml pump bottle. / **2. Toning Cider** Immediately refreshes and tones the skin. Non-comedogenic. 200ml bottle. / **3. Velvet Concentrate** 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 improves its defences against the first signs of ageing. Immediately, the surface texture of the skin feels finer and softer. With every day, the skin is firmer, smoother and effectively protected against the first signs of ageing. Non-comedogenic formula. 50ml jar. / **4. Sweet Peel** Gently exfoliates, softens and refines skin texture, and helps tighten pores. 100ml jar.



Immortelle, Stop time in its tracks...

For those in love, who speak the language of flowers, it says: «I will always be there for you.» Botanists call it helichrysum, derived from the Greek and meaning «golden sun». For Corsicans, it is one of the scents of the maquis – the island’s fragrant scrubland. Finally, for the women of the Mediterranean, it is just like the beauty of goddesses – everlasting... In the L’OCCITANE laboratory, it becomes a precious essential oil that has been patented for its anti-ageing effectiveness.



Day Care

1. Essential Face Water

Tones and softens the skin. 200ml bottle.

2. Eye Balm

This gentle and velvety balm, formulated with organic immortelle essential oil, smoothes the eye area and reduces dark circles and puffiness. The skin is firmer and signs of fatigue are reduced. Your eyes look fresher and younger. 15ml jar.

4. Cream Mask

You can use this product in two ways: as a mask or a cream. Its ultra-rich, creamy texture leaves skin smoothed, moisturized*, deeply nourished and comfortable. 125ml jar.

* hydration of the upper layers of the epidermis

3. Precious Cream

This rich and silky daily cream leaves skin smoother and firmer and provides visible, long-term action for a younger-looking face. 50ml jar.

EFFECTIVENESS TEST (1):

- reduction in the average depth of wrinkles: 34%

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



Stéphan Francisci

“ The immortelle is a flower of the Corsican maquis, until now never successfully domesticated. But the picking of wild immortelle was beginning to damage the Corsican landscape. And so, working with L'OCCITANE since 2003, I have become an immortelle farmer. Naturally, I use organic farming methods. For each flower grown, a wild flower in the maquis is saved.

” Stéphan Francisci, immortelle farmer.



Brightening Care

1.



1. Brightening Cleansing Foam
Perfectly cleanses the skin and brightens the complexion. 150ml pump bottle.

2.



2. Brightening Smoothing Exfoliator
Exfoliates the skin, smoothes out irregularities and brightens the complexion. 75ml tube.

3.



3. Brightening Renewing Serum
With anti-ageing and regenerating action, this serum lights up the complexion. 30ml pump bottle.



1.



2.



3.



Night Care

1. Very Precious Regenerating Concentrate (Ecocert Organic Certified)
Targeted action on wrinkles and firmness. This night serum is a dry oil that contains a high concentration of organic, anti-ageing immortelle essential oil. Each bottle contains the equivalent of 3,000 flowers, for targeted anti-ageing action. After just a few applications, the skin is smoother and firmer. It looks regenerated, restructured. 30ml dropper bottle.

2. Very Precious Eye Serum
A serum that works throughout the night to reduce crow's-feet lines and diminish dark circles and puffiness. 15ml bottle.

3. Very Precious Cream, comprehensive repairing night care.
It goes without saying that it is important to smooth and reduce the appearance of wrinkles. But to act on all the signs of ageing, you need effective action on skin slackening, radiance and dark spots. This night cream takes up the challenge. With a high concentration of organic immortelle essential oil, it works at every level of the skin while you sleep. 50ml jar.

EFFECTIVENESS TEST (1):

- after 4 weeks, reduction of total wrinkle surface: 26%

CONSUMER TEST (2):

- skin is firmer and regenerated: 89%

- complexion is even: 89%

(1) Test conducted on a 44 woman panel

Average reduction measured on 25 women

(2) Test conducted over 8 weeks on a 44 woman panel

SHEA BUTTER

20 YEARS DEVOTED TO YOUR BEAUTY



Interview with Bénédicte Menanteau,

executive director of the L'OCCITANE Foundation.

In 2009, L'OCCITANE celebrates the 20th anniversary of its first Shea Butter range. Bénédicte Menanteau talks about her projects with the women of Burkina Faso, and elsewhere.

> What is the connection between the work of L'OCCITANE and that of the Foundation in Burkina Faso?

It was L'OCCITANE's encounter with shea nut pickers that inspired one of the main focal points of our work: the economic emancipation of women. In Burkina Faso, it is women who drive the country's development. L'OCCITANE supports the work of some 11,000 women by purchasing their shea butter at a price higher than the local market prices and by making an 80% pre-financing payment with orders. As for the Foundation, it is involved in upstream activities, such as financing training programmes or promoting the use of local resources to give women greater autonomy.

> In real terms, what does the L'OCCITANE Foundation do to help these women?

The first training and literacy centre was founded in Ouagadougou in 2006. But lessons alone were not enough; the conditions for an ideal learning environment had to be created. And so, at the Bangre Noma centre, there is now a crèche, a canteen, a medical care programme, a vegetable garden and a well...

> What are the next steps for 2009?

Still working in partnership with charities and associations, we will be supporting programmes similar to that of Bangre Noma, but in other regions. Ten learning centres and three toy libraries, for children not in school, are presently being created in Burkina Faso. We have also begun a project to process Moringa – a local plant with exceptional nourishing properties. This will open up new economic opportunities for women while also helping to combat malnutrition in children. And, of course, we are extending our activities to other countries, such as Brazil. To find out more, visit: <http://fondation.loccitane.com>

> The L'OCCITANE Foundation

3 fields of action:


- Support to visually impaired people


- Economic emancipation of women


- Preservation of the «knowledge of nature»

“ But lessons alone were not enough; the conditions for an ideal learning environment had to be created. ”



1. Fresh Face Water

Cleanses, moisturizes* and tones in a single, simple step. 200ml spray.

2. Ultra Rich Eye Balm Hydration for 24 hours

A moisturizing* eye balm with 5% shea butter to relax your eyes... In addition to providing long-lasting hydration, it smoothes fine lines and restores comfort and suppleness to the eye area. 15ml jar.

3. Ultra Rich Face Cream Hydration for 24 hours

With a 25% concentration of shea butter, this cream provides long-lasting, 24-hour hydration. The skin no longer feels tight; it looks smooth and fresh and can enjoy a sensation of absolute comfort. 50ml jar.

EFFECTIVENESS TEST (1):

- after 24 hours, hydration is increased by 43%

CONSUMER TEST (2):

- skin is moisturized* for 24 hours: 79%
 - skin is instantly soothed and protected against harsh environmental conditions: 84%
 (1) Test conducted on 12 women
 (2) Test conducted over 3 weeks on a 24 woman panel

* hydration of the upper layers of the epidermis



Organic or not organic?



J.L. Pierrisnard

Serge Griotto

“Combining naturalness with effectiveness, respect for the environment with respect for consumers, and authenticity with skincare pleasure.”

Jean-Louis Pierrisnard gives his point of view

To understand the L'OCCITANE approach to organic beauty care, you simply need to distinguish between two different types of products. On the one hand are the products that contain one or several ingredients derived from organic agriculture. On the other hand are the products that are completely certified organic.

One of L'OCCITANE's vocations is to protect the lands of the South. With this in mind, whenever possible, we source our ingredients from organic farmers. In some of our products, it is often the active ingredient that is organic, such as the Camargue rice from Serge Griotto or the Corsican immortelle from Stéphane Francisci.

Ever since there has been an organic certification for beauty products (in France, since 2003), we have also created 100% certified-organic products on a regular basis. These products are easy to identify as they carry the Cosmebio label. We choose the organic solution whenever ECOCERT standards are not incompatible with our own requirements: combining naturalness with

effectiveness, respect for the environment with respect for consumers, and authenticity with skincare pleasure.

The world of organic products holds great potential and there are many possibilities that remain to be explored. Thanks to research, much progress has been made in the field of ecofriendly and organic beauty products. We follow developments closely, just as we have always done with organic farming. This year, I am particularly proud of what we have accomplished. The formulas in the new skincare range with olive tree extracts are not only certified 100% organic, but also wonderfully effective, with unique sensorial properties.



ECOCERT = European certification and inspection body for organic beauty products. www.ecocert.com



COSMEBIO = Professional association for the ecological and organic beauty products sector.

Organic Olive,

With organic olive tree extracts

To moisturize*



4. Organic Radiant Cleansing Foam
A gentle foam that cleanses the skin while protecting its hydrolipid film. 100ml bottle.



2. Moisturizing Face Lotion

This silky smooth, daily face lotion has a fresh, sheer texture and is ideal for dehydrated skin. Containing a high concentration of organic olive tree extracts, it is also enriched with organic borage oil and sunflower oil. Throughout the day, it moisturizes* and protects the skin while giving it a radiant, healthy glow – as if you'd just spent the day in the fresh air. 30ml bottle.



3. Cleansing Milk

A rich, creamy lotion that gently cleanses and removes make-up. 150ml bottle.



1. Toning Face Mist

A reviving face mist enriched with mint essential oil, to invigorate and energize. 150ml bottle.



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

CONSUMER TEST:
- skin is lastingly moisturized*: 96% of subjects
- skin is more radiant: 92% of subjects
Test conducted on 25 volunteers over 3 weeks

* hydration of the upper layers of the epidermis



5. Moisturizing Face Mask

A mask with an ultra-fresh, rich creamy texture that quenches the skin's thirst and gives a real radiance boost. 50ml tube.



Red Rice,

With organic red rice from Camargue

To matify



1. Purifying Rice Toner

A bi-phase toner that purifies and mattifies, leaving skin fresh and perfectly clean. 200ml bottle.



3. Ultra-Matte Face Fluid

A moisturizer* with an ultra-light, fresh and velvety texture that hydrates*, mattifies and balances the skin. With every day, the skin appears visibly clearer and smoother. Non-comedogenic formula. 30ml bottle.



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%
Tests conducted on 26 volunteers

* hydration of the upper layers of the epidermis

2. Foaming Rice Cleanser

Gently removes make-up, impurities and excess sebum and leaves skin perfectly cleansed. 200ml bottle





Cade,

It's not just women who
have beauty secrets...

There are men who respect Nature and traditions, but still want to take care of their skin. It was men like these – men like me – that I had in mind when I created a range of skincare products with CADE, the shrub that grows wild in Provence. Shepherds would use stone ovens to distil the CADE branches gathered on the paths to and from summer pastures. Its precious essence was valued for its regenerating and strengthening properties.

Olivier Baussan, founder of L'OCCITANE.



1. Shaving Cream Rich in Cade essential oil and shea butter, this cream transforms into a creamy lather that is perfect for a gentle shave, and leaves skin clean and clear. 150ml tube. / **2. Youth Concentrate** Enriched with Cade essential oil, birch sap extract and beech bud extract, this concentrate moisturizes* and strengthens your skin, while effectively combating the appearance of fine lines and wrinkles. 50ml jar. / **EFFECTIVENESS TEST:** reduction in the total surface area of wrinkles: 15%. Test conducted over 4 weeks on a 35 man panel. / **3. After Shave Balm** Enriched with Cade essential oil, shea butter and birch sap extract, this balm helps soothe the skin and reduces irritation caused by shaving. It also protects against environmental stresses. 75ml tube.

* hydration of the upper layers of the epidermis.



Aromachologie,

The perfect balance
for beautiful hair.

THE PASSION OF YVES MILLOU

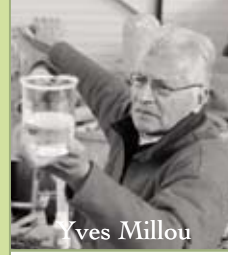
For 28 years, Yves Millou has kept L'OCCITANE's large Provençal Herbs up to date. A trained chemist and a botanist at heart, he knows all about plants, their origins and properties. Many tests have allowed him to objectively evaluate the relaxing powers of lavender and the stimulating benefits of angelica. He calls mallow, lemon balm and myrrh by their wonderful botanical names: *Malva sylvestris*, *Melissa officinalis* and *Commiphora molmol*.

In 1980, when beauty product laboratories swore only by animal-derived active ingredients, Yves Millou was beginning to extract plant essential oils for L'OCCITANE. These precious essences capture the effects of a plant

in its highest concentration and are so powerful that he measures and combines them drop by drop. Yves Millou is familiar with their medicinal and cosmetic properties, but also with the incredible power of their fragrance alone. This science is called Aromachologie.

L'OCCITANE chose Aromachologie as the name for its collection of shampoos and hair care products formulated with five essential oils. For more volume and shine: artemisia, petit grain, sweet orange, rosemary and palmarosa. To repair dry hair: lavender, angelica, geranium, ylang-ylang and patchouli. For each hair type, Yves Millou has a few glorious plants.

1. Volumizing Shampoo - Fine and Normal Hair Gives volume, shine and lightness to the hair and improves skin microcirculation. 300ml bottle. / **2. Repairing Shampoo - Dry and Damaged Hair** Thanks to a natural complex with repairing, strengthening and regenerating properties, this shampoo smoothes and softens the hair fibre. It leaves hair looking and feeling supple, silky and shiny. 300ml/500ml bottles. / **3. Repairing Conditioner - Dry and Damaged Hair** Nourishes and deeply restores the hair fibre. 250ml/500ml bottles. / **4. Repairing Serum - Dry and Damaged Hair** Repairs damaged ends and prevents frizz. 100ml bottle. / **5. Repairing Mask - Dry and Damaged Hair** Nourishes and deeply restores the hair fibre. A rich, silky cream that coats the hair and leaves it soft and shiny. 250ml jar.



Yves Millou



Angelica

1.



Lavender

2.



Ylang-Ylang

3.



Patchouli

4.



Geranium

5.



Body Care

Indulgence can be good for you

It might be the memory of a delicious treat you loved so much as a child... It might be an invigorating morning shower that makes you feel so alive... Or it might be a scent that whisks you away... Take some time out, just for yourself. Rediscover firmer skin and smooth legs before a special date. Come home and relax in a luxurious foaming bath...





1.



2.

3.

1. Milk Concentrate

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

Almond. For a slimmer you.

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

2. Supple Skin Oil – Firming & Softening
This dry body oil nourishes and softens, fights skin slackening, and helps prevent the appearance of stretch marks. 100ml bottle.

3. Mist Concentrate – Firming & Smoothing
This truly mouth-watering texture immediately melts into the skin, for a delicious sensation of freshness and well-being. It also provides moisturizing*, softening and firming action. 200ml bottle.



1.

2.

3. Ultra Rich Body Cream

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



3.

Shea Butter. Nourishment for your skin.

1. Foot Cream Rich in natural soothing ingredients (arnica, lavender essential oil), this cream nourishes and refreshes dry and damaged feet. 30ml/150ml tubes.

2. Hand Cream Rich in shea butter (20%), this silky smooth cream protects, nourishes and regenerates the skin. Rapidly absorbed, it leaves no greasy residue. 30ml/150ml tubes.

3. Ultra Rich Body Cream This cream offers the pleasure of an extra-rich, luxurious texture and provides 24-hour hydration*. For soft, supple, deeply nourished skin and long-lasting protection. 200ml jar.

* hydration of the upper layers of the epidermis.



The L'OCCITANE soap factory, a chance meeting

The year is 1980. Jacques Remi, a retired soap-maker, has decided to give me his soap factory and pass on his expertise to me. Very soon, it becomes clear that these techniques should also be passed on to others. I head for Cape Verde to help set up soap-making cooperatives. But there's more to this wonderful tale... During this African journey, while waiting for a plane, I hear about the shea butter women. Immediately, I change destination and take the first flight for Ouagadougou. And now, the reason why L'OCCITANE soaps are so gentle is because they are made with shea butter – and because of chance meetings.

Olivier Baussan.



1. Bonne Mère Soap Rose > 125gr
2. Bonne Mère Soap Verbena > 125gr
3. Bonne Mère Soap Honeysuckle > 125gr
4. Bonne Mère Soap Lavender > 125gr
5. Bonne Mère Soap Rose > 125gr
6. Verbena Leaf Soap > 75gr
7. Ruban d'Orange Bath Soap > 50gr
8. Sandalwood Soap > 150gr
9. Grape Exfoliating Body Soap > 125gr
10. Milk Shea Butter Extra-Centle Soap > 100gr
11. Olive Oil Marseille Soap > 500gr
12. Almond Delicious Soap > 50gr
13. Honey & Lemon Hexagonal Soap > 100gr
14. Verbena Shea Butter Extra-Centle Soap > 100gr
15. Rose Bath Soap > 50gr

Sweet delights for your body...

1.

1. Foaming Jelly

This soft and luscious shower gel gently cleanses the skin. It can also be used as a shampoo to restore radiance and shine. 250ml bottle.



2. Delightful Cream

A delectable body cream that moisturizes* and softens the skin, leaving it soft and deliciously perfumed. Feelings of tightness give way to a sensation of absolute comfort. 250ml jar.

2.



Honey & Lemon, Delicious Sensations

3.

3. Sunny Shower
Enriched with a softening pulp concentrate, this shower gel gently cleanses and leaves a fresh and sparkling scent of citrus fruits on the skin. 250ml bottle.



4. Soft Skin Milk

A true concentrate of comfort and vitality, this body lotion intensely moisturizes* skin and leaves it perfumed with the fresh and revitalizing scent of citrus fruits. 250ml bottle.

4.



Ruban d'Orange, Like a vitamin boost for your body!

5.

Golden Branch, A golden touch...

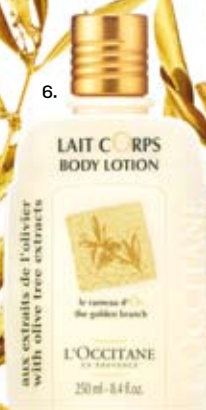
A golden touch...



5. Shower Cream with olive tree extracts

Enjoy a moment of indulgence as this rich shower cream gently cleanses your skin, leaving behind a fresh and subtle scent. 250ml bottle.

6.



6. Body Lotion with olive tree extracts

This body lotion has been specially formulated to moisturize*, protect and soften the skin. 250ml bottle.

* hydration of the upper layers of the epidermis



Verbena,

A breath of zesty freshness.



Interview with Albrecht von Keyserlingk,

Albrecht von Keyserlingk is a farmer and distiller in the Costa Verde region of Corsica, who produces an organic verbena extract for L'OCCITANE.

> **What made you come to Corsica?**

My father had chosen land here to plant lemon trees. In 1982, I decided to leave my town of Stuttgart and my job, as a psychoanalyst, to come and live here.

> **Why did you choose this profession?**

I needed a challenge. At the time, nobody believed there was a future for natural fragrances – but I did. No synthetic scent can ever fully reproduce the subtlety and diversity of a plant's aromas.

> **How would you describe the scent of verbena?**

I harvest verbena twice a year: at the beginning of summer and beginning of autumn. Every time, it is such a joy to smell its scent in the air: it's a happy, lemony aroma that is also deliciously fresh.

“It is the finest, most subtle lemony nuance there could be. A delicious and volatile freshness.”



1. Shower Gel This shower gel gently cleanses and leaves behind a delicate lemony scent of springtime. 250ml bottle. / **2. Body Lotion** Rich in grape seed oil, this body lotion moisturizes*, nourishes and softens, enveloping the skin with a subtle veil of scent. 250ml bottle. / **3. Verbena Eau de Toilette** A classic and discreet scent, a lovely lemony freshness. 100ml spray.

* hydration of the upper layers of the epidermis



Lavender,

The sweet softness of an evening in Provence.

A harvest with Fabrice Fournel,

producer of Haute-Provence A.O.C. Lavender.

“ In the village of Sault, at an altitude of almost 1,000 metres, Fabrice Fournel works as a lavender farmer, just like his father. When the lavender flowers start to fade and the blue scent of fine lavender fills the air, the harvest can begin. It takes place during the height of summer in Provence, from July 20 to August 10, from 8 a.m. to 9 p.m. A whole year’s work culminates in the space of those twenty long, intense days... «The first day», says Fabrice, «the smell of the flowers is so strong, it makes us dizzy.» Working with his associate, Jérôme, and his parents, he goes from one row of lavender to the next, cutting the stems, then uses a fork to lay them out in the sun so that they can dry for a day or two before being taken to the distillery. ”

1. Eau de la Récolte Bleue Eau de Toilette A fresh, airy fragrance. Eau de la Récolte Bleue blends the scent of lavender with delicate notes of freesia and marigold over a sensual, woody base. Composed as a celebration of summer, this fragrance is loved by men and women alike. 100ml spray. / **2. Organic Body Lotion** 98.6% of all ingredients in this body lotion are naturally derived, with 95.2% of the plant-based ingredients from Organic Agriculture. 250ml bottle. / **3. Organic Shower Gel** This ultra-gentle shower gel contains 99% naturally derived ingredients. 11.93% of the total ingredients come from Organic Agriculture. 250ml bottle.

L'OCCITANE fragrances, Set sail on an aromatic journey...

Rose, Myrtle, Cherry Blossom, Verbena...
Each time L'OCCITANE creates a fragrance, it tells the tale of a flower or plant with a pure and simple clarity. But as any perfume nose will tell you, keeping a scent simple is no easy matter. However, it is certainly enjoyable. From this spirit of enjoyment comes a fragrance collection that evokes the soul of both L'OCCITANE and the lands of the South...

1

1. Green Tea
Eau de Toilette
100ml spray.



2

2. Eau des 4 Reines
Eau de Toilette
75ml spray.



3

3. Cherry Blossom
Eau de Toilette
100ml spray.



4

4. Eau de L'occitan
100ml spray.



5

KARINE DUBREUIL IS A «NOSE». FOR SEVEN YEARS, SHE HAS BEEN CREATING FRAGRANCES FOR L'OCCITANE. SHE TELLS US HOW THE LATEST SCENT IN THE NOTRE FLORE COLLECTION, JASMINE, CAME TO LIFE.

“



Karine Dubreuil

The Notre Flore collection evokes the scents of Mediterranean lands as they are carried to the sea by the winds. Our latest fragrance tells of Egypt and the aroma of jasmine,

which perfumes the landscapes of the Nile delta. Sometimes it takes a few weeks, sometimes even months, to create a fragrance. The Notre Flore Jasmine fragrance took one year to fully blossom. I was born in Grasse and am very attached to the South of France, where I grew up, and where jasmine also grows... When I composed this fragrance for L'OCCITANE, I wanted to create a very natural jasmine scent. That meant not only evoking the East and the sweetness of the flower, but also the plant itself: the stem, the leaf, the petal – all the subtleness of its green nuances. When you discover this Jasmine fragrance, it's as if it were carried by a breath of fresh air – just like the scents that surprise you with their captivating softness.

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5. Jasmine Eau de Parfum
75ml spray.

Home fragrances, Interior designers

When you flick through the pages of any home and design catalogue or magazine, there's one thing the photos won't tell you: the scent of a home can make spaces change and furniture move... The scent of candied fruits will warm up colours, a winter forest aroma will give extra volume to a room. A verbena candle will bring the light in, while a cube of solid amber perfume will give a more subdued light. Next time you redesign your home, let your nose be your guide...



1. Verbena Home Perfume > 100ml / 2. Cinnamon-Orange Perfumed Candle > 100gr / 3. Lavender Perfumed Candle > 100gr / 4. Winter Forest Incense Sticks (x40)



The Camargue,

Have you heard of the wetlands of Provence?

Located between the arms of the Rhône, the Camargue is rich in rare landscapes: salt grasslands, marshes, lagoons and vast beaches. For as far as the eye can see, contours and lines have a polished clarity. Colours are faded by the salt, sun and wind. For birds, it is a paradise, a resting place where they can build up their strength en route from Africa. For men, it is a harsh environment, where Nature, the marshes and the Mistral still rule. It is a land of traditions, from the harvest

of salt to raising bulls, from multicoloured cotton prints to rice growing... And, finally, it is also a precious territory due to its fragile and ephemeral character. Since 1927, the Camargue has been a protected regional natural park and is now one of the UNESCO world heritage sites.

To reach the Camargue, take the train to Avignon, then drive to the town of Arles. If you get lost, ask for «Provence de l'eau»...



L'OCCITANE Spa

From Hong Kong to Paris to Brazil, L'OCCITANE has created Spas in its own image. The protocols are personalized, the rituals are accompanied by manual massage techniques, and the treatment menu is taken from the pages of the L'OCCITANE Herbal...

As for the layout, materials, volumes and colours, it is the other face of Provence – the Camargue – that has inspired the landscape of the L'OCCITANE Spas.



Spa
L'OCCITANE

A True Story.

L'OCCITANE

EN PROVENCE



Precious Cream with Immortelle

Stop time in its tracks...

The Immortelle flower grows abundantly on the Mediterranean coast, and has an exceptionally long life: it never wilts, even after being picked. Used for centuries, Immortelle flowers produce an essential oil that helps to boost collagen synthesis and to stimulate cutaneous micro-circulation in order to enhance cell renewal*.

* in vitro tests.

www.loccitane.com

Photo taken at the Sainte Croix lake, in the Var region, France.

Our commitment to the environment: this catalogue is printed on paper from sustainably managed forests. Document and visual non-contractual, subject to stock availability. L'OCCITANE SA - Manosque - France. 52DCCT9AN.

