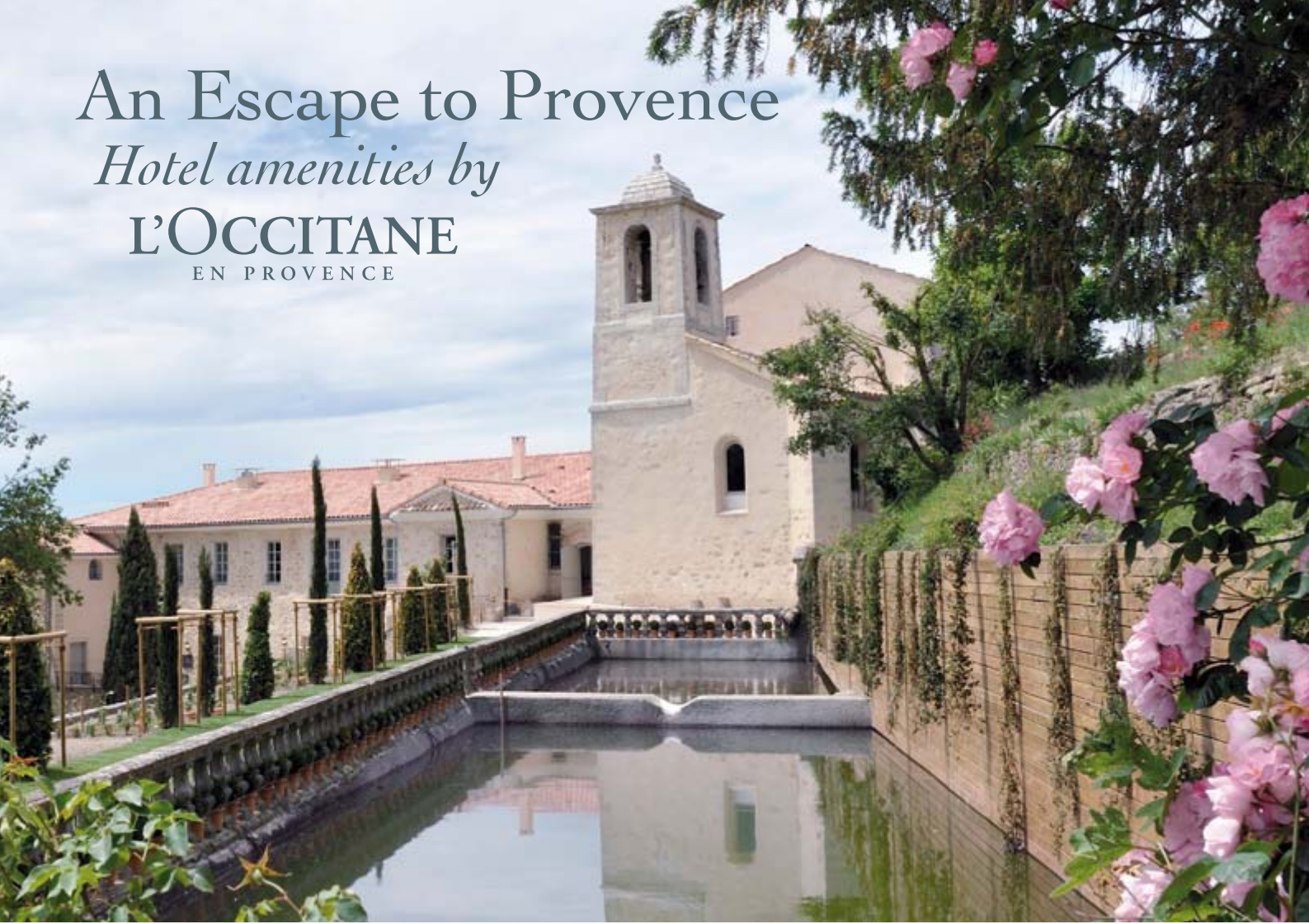


An Escape to Provence

Hotel amenities by
L'OCCITANE
EN PROVENCE



A vast field of purple lavender flowers stretches across the landscape under a clear blue sky. The flowers are in various stages of bloom, creating a textured, vibrant purple sea. In the distance, a low hill or ridge is visible, also covered in lavender. The overall scene is peaceful and scenic, typical of a lavender farm or estate.

CORPORATE VALUES

Authenticity

Behind any good product, there is always a true story. Behind every L'OCCITANE creation is a traceable origin and land, from the traditions of Provence. To find the ingredients that will go into our formulas, we look to nature, exploring the principles of phytotherapy (treatment through plants) and aromatherapy (treatment through essential oils).

History

1976 Olivier Baussan buys a traditional still and sets it up in the garage of a small house in Volx, Provence. Soon he is selling products made with rosemary and lavender essential oils on market stalls and in shops in Provence.

Today L'OCCITANE is a well-established French brand with an extensive range of **high-quality** fragrances, skincare and bodycare products that appeal to all the senses. Made with **natural** and **traceable active** ingredients, they capture the essence of the Mediterranean region and lifestyle.

Sensoriality

Our effective beauty products bring together tradition, nature and research:

- patented complexes of natural active ingredients, tested under dermatological and medical supervision.
- focus on pleasure: from its texture to its fragrance, always a delicious moment of well-being.
- warm and welcoming shops, from interior design to scents and colors.
- to prolong this delightful journey, we have developed spas and associated with exclusive hotel partners to continue this new successful chapter of our true story.

Respect

At L'OCCITANE, we are committed to limiting the environmental impact of our actions and products, to improving the well-being of both our customers and employees, and to supporting the causes close to our heart whenever possible.

- an energy-saving plan in our factories and offices.
- new transportation methods, such as combined rail, sea and road transport.
- eco-conception of our packaging to be as environmentally friendly as possible.
- paper and cardboard from sustainably managed forests, certified bleached without the use of chlorine.
- optimization of the recyclability of our packaging by using the appropriate materials.
- eco-refills, which allowed to save up to 80% of plastic waste, along with bottles made from 100% PCR (post-consumer recycled) plastic.

CONTINUOUS IMPROVEMENT



At L'OCCITANE, we do continually endeavor to improve ourselves and to show our entrepreneurial spirit. We aim to contribute not only to the well-being of our customers, but also to that of the world around us.

Our formulas

- Gradual withdrawal of parabens (94% of formulas paraben-free by June 2010).
- No chemical sunscreens used in our daily skincare products.
- Phthalates have not been included in our fragrances since 2005.
- 100% natural or certified organic ranges.

Our packaging

- 2008: launch of eco-refills
- 2009: recycled PET bottles for the Aromachologie range.
- 2010: New Verdon range for men, using 100% recycled plastic and glass.

Corporate social responsibility

From the very beginning, L'OCCITANE has been a socially responsible company, based on strong values: respect for both man and the environment, with an emphasis on exchange and sharing.

- 1989: a sustainable development program in Burkina Faso around the production of shea butter.
- 1997: introduction of Braille labeling on our packaging.
- 2006: launch of the first large-scale organic immortelle plantation in Corsica, to protect the integrity of the landscape.

The L'OCCITANE Foundation

Since 2006, the L'OCCITANE Foundation has enabled us to go even further. It supports two causes in particular:

- Ensure a better quality of life for people affected by sensory impairments: supporting their professional projects, fighting preventable blindness, and providing access to health care and training.
- Increase the autonomy of women involved in economic development projects in developing countries.

In brief

Over 1,500 stores (in June 2010) in 85 countries and across 5 continents.
In 2010, the first French company to be listed on the Hong Kong Stock Exchange.

All our products are made in Provence.

Factory located in Manosque (Haute-Provence).

More than 400 naturally sourced ingredients used in our formulas.

12,000 women from Burkina Faso working with L'OCCITANE in a sustainable partnership to supply shea butter.

ENHANCING GUEST EXPERIENCE



A complete range of personal care products for hotel guests.

In a “global” world, where everything has become mechanized and impersonal, there is a real need to return to nature, to the earth, to simple, basic values.

This is particularly true for travelers:

- L'OCCITANE amenities capture the sights, scents and traditional rituals of the land of Provence, appealing to international customers.
- Our products are ideal for hotels who wish to establish a strong, joint brand identity.

Provençal art de vivre

Beautiful landscapes and villages drenched in color, scents and sunshine
High-quality natural ingredients
Authentic agricultural and craft traditions
Warm, friendly, openhearted people

L'OCCITANE amenities products

L'OCCITANE offers amenities to the most prestigious properties in the world, from small country houses to urban boutique hotels and several airlines.

Through our collections, we provide our expertise and ensure that your guests enjoy an unforgettable sensorial experience. Our formulas are both stunning and original, our packaging both attractive and innovative, and we regularly extend our product portfolio.

International customer service

Our department is specialized in various areas – sales administration, logistics, marketing and sales – to ensure the best possible management of your L'OCCITANE amenity needs as well as optimum customer service. We have staff throughout the world, so that we can provide a personalized service to meet your regional needs.



Our main B2B offices

VERBENA

Organic Verbena extract from Corsica.

The delightfully clean, lemony scent and soothing properties of verbena make it perfect for refreshing travelers.



1 Head notes

Orange, Lemon,

2 Heart notes

Verbena, Petit grain

3 Base notes

Rose, Geranium

In Corsica, to the south of Bastia, on land chosen by his father to plant lemon trees, Albrecht von Keyserlingk cultivates aromatic plants, extracting essential oils and floral waters...

He learned this second profession through traveling, reading, and listening to people with experience in the field. Even now, 25 years later, he says that he still learns something new every day. Twice a year, at the beginning of summer and in early autumn, he produces

organic verbena extracts for L'OCCITANE. Speaking with a real passion, Albrecht describes the fragrance: "It is the finest, most subtle lemony nuance there could be. A delicious and volatile freshness. I really am incredibly lucky to be able to work amongst these wonderful scents every day."

Lemon verbena leaf extract is used for its energizing and refreshing properties and its invigorating lemony scent.



Shower Gel 30ml, 50ml and 75ml bottles

Gently cleanses the skin and leaves it delicately scented with a fresh and unisex fragrance.

Body Lotion 30ml, 50ml and 75ml bottles

Enriched with grape seed oil, it soothes and softens the skin.

Shampoo 30ml, 50ml and 75ml bottles

Stimulates the scalp thanks to extracts of menthol, and leaves hair scented with the fresh notes of verbena.

Conditioner 30ml, 50ml and 75ml bottles

Revitalizes the senses and leaves hair shiny and easy to style.

Verbena Leaf Soap 25g and 75g soap

Made with 100% plant oils and verbena leaves to gently cleanse and exfoliate the skin.



CITRUS VERBENA

An energizing blend enriched with vitamins, to revitalize travelers. A combination of the freshness of verbena and the vitality of citrus fruits.



1 Head notes

Lemon, Grapefruit

2 Heart notes

Verbena

3 Base notes

Cedar

Verbena is a shrub that is typical of the Mediterranean basin. When summer arrives and the weather gets hotter, verbena leaves are used to make herbal iced teas or tangy sorbets. This refreshing sensation is at the heart of the verbena collection – a vibrant, radiant range to revive both the body and mind!

The grapefruit tree is a small, evergreen tree, rather similar to the orange tree, with fragrant white flowers. L'OCCITANE uses

the essential oil of grapefruit, extracted by cold expression of the peel. This oil has antiseptic and softening properties. Grapefruit water is also used for its toning and energizing benefits.

L'OCCITANE's Citrus Verbena range also contains lemon essence. Highly aromatic, it has an astringent action, to help purify the skin. The citric acid and vitamin C contained in lemon extract have lightening and softening properties.



Shower Gel 30ml and 50ml bottles

Enriched with organic verbena extract, invigorating lemon oil and bracing grapefruit extract, it gently cleanses the skin, with a fresh and fruity fragrance.

Body Lotion 30ml and 50ml bottles

Enriched with shea butter to protect, nourish and soothe the skin.

Shampoo 30ml and 50ml bottles

Enriched with organic verbena extract, purifying lemon essential oil and softening linden floral water, it restores shine and vitality.

Conditioner 30ml and 50ml bottles

Immediately smoothes and detangles hair, it leaves hair light, fresh and pleasantly scented with the sparkling and zesty aroma of citrus fruits.



AROMACHOLOGY

All the benefits of nature captured in plant-based extracts.
Essential oils to awaken your body and mind...



1 Head notes

Bergamot, Water bamboo,
Green mandarin orange,

2 Heart notes

Iris, Ylang-ylang

3 Base notes

Cedar, Tonka bean, Vanilla

Who better than Yves Millou to tell us how the story began? A chemist with a passion for nature, he began distilling plants and creating formulas for L'OCCITANE in 1980. 30 years later, Yves Millou's passion for plants has never faded.

He extracts essential oils from lavender, cade or angelica and observes their properties. After much study and analysis, he creates his very own blends, finding the perfect formula.

Essential oils capture the effects of a plant in its highest concentration: adding or removing a single drop can make all the difference.

The Aromachology range is a continuation of L'OCCITANE's original vocation to use natural essential oils. A range of products to relax and revitalize the body and mind, for a feeling of well-being. Ideal for tired and weary travelers.



Revitalizing Shower gel 30ml, 50ml and 75ml bottles

Formulated with essential oils of mint, pine and rosemary, it refreshes, revitalizes the body and mind.

Relaxing Body Lotion 30ml, 50ml and 75ml bottles

Enriched with lavender, tea tree and geranium essential oils, as well as specific plant extracts, to soften the skin.

Shampoo 30ml, 50ml and 75ml bottles

A blend of five pure and natural essential oils to restore shine, radiance and softness to the hair.

Conditioner 30ml, 50ml and 75ml bottles

A pleasant and soothing, it detangles the hair, leaving it soft and smooth.

Effervescent Sugar Cube 33g sugar cube

This fizzy bath cube, infused with essential oils, perfumes the bath water with a delicate scent and promises a soothing, skin-softening soak.



ORGANIC OLIVE TREE

Traditional techniques. Natural scents. Certified organic.
A natural beauty break for travelers with organic formulas.
Pure pleasure for the senses.



1 Head notes

Bergamot, Orange

2 Heart notes

Petit grain, Sage

3 Base notes

Cedar wood

Ancient and noble, the olive tree is strongly associated with the untouched landscape of Provence and the Mediterranean.

A symbol of strength and vitality, it is capable of surviving in arid regions. Its remarkable resistance to dryness is mainly ensured by its leaves, which have an amazing ability to regulate water:

Product benefits

Daily, long-lasting hydration with radiance & protection thanks to 3 organic olive tree extracts:

- Organic olive tree leaf extract: with a high sugar content, for long-lasting moisturizing action.
- Organic olive water: rich in potassium (to stimulate vital skin mechanisms) and polyphenols (powerful anti-free radical action), for radiant and protected skin.
- Organic AOC olive oil from the "Moulin du Luberon" in Haute Provence: rich in vitamin E, to nourish and soften the skin.



Organic Shower Cream 30ml and 50ml bottles



A moment of sheer pleasure and diffuses a light, fresh scent. It maintains the skin's natural moisture balance and leaves skin glowing.

Organic Body Lotion 30ml and 50ml bottles



Contains organic olive tree leaf extract, for long-lasting moisture, and organic olive oil and shea butter; to nourish and soften the skin.

Daily Shampoo 30ml and 50ml bottles

Formulated with a botanical base to delicately cleanse the hair. Its light, creamy formula leaves hair perfectly clean, soft and supple.

Conditioner 30ml and 50ml bottles

Formulated with organic olive tree extracts, it immediately detangles the hair, leaving it radiant and easy to style.

Organic Soap 25g and 50g soap



Produces a rich and delicately scented lather on contact with water.



THE VERBENA PUMP DISPENSER SYSTEM

The ultimate ecological and luxurious dispenser & refill system. A sustainable solution for your hospitality needs, designed by L'OCCITANE.

Ecological and economical

When using L'OCCITANE dispensers rather than mini products, with shower gel, shampoo and liquid soap, the savings reach:

- 80% in plastic
- 45% in cost

Among the products in our Verbena range are 200ml bottles that are held by an elegant metal bracket, for use in cloakroom facilities. Our solution is particularly adapted to most hospitality establishments: hotels, health and country clubs, restaurants, as well as airlines and cruise ships.

Unique custom-made partnerships
Brackets remain the property of L'OCCITANE and are made available, free of charge, throughout the duration of the partnership.

Bottles assembled with pumps are changed every 6 months to comply with quality and safety standards.

A patented system

It takes just 45 seconds to refill the bottle:

1. Unclip the bottle from the bracket
2. The bottle tips forward
3. Remove the top
4. Fill up the bottle from the refill
5. Replace the top
6. Return the bottle to its initial position





Brackets *single and double*

The luxurious and sleek brackets are robustly built and engraved with the L'OCCITANE logo. Made from zamak – an alloy that is ideal for wet and humid areas – and can be wall-mounted using either screws or sturdy, double-sided tape.

Bottles *200ml plastic bottles (empty) with pump*

In a 200ml format, with subtle green tint. The translucent front panel of the dispenser bottle is visible, so that the level of product remaining in the bottle can be seen. The label has a fresh look, and is also printed in Braille.

A high-quality metallic pump with a good-sized pump dispenser, for easy use.

Refills *500ml of shower gel, body lotion, shampoo, conditioner and liquid soap*

Easy-to-use refill with a pouring spout: practical, convenient – and no waste.

A color code for each formula is printed to help matching the refill with the right dispenser bottle.



ACCESSORIES

This elegant line of accessories, held in a sleek ivory- and silver-colored box, is the perfect complement to the various L'OCCITANE amenity lines.



Mini bag Can be used for all types of products and is large enough to hold a complete range of five products from our amenity lines.

Dental Kit Toothbrush and toothpaste.

Shower Cap A quick and easy way to keep your hair dry and maintain your hairstyle when showering.

Shoe Cleaning Mitt Perfect for giving a shine to your shoes.

Shaving Kit Razor and L'OCCITANE Cade Shaving Cream.

Sewing Kit Needles, pins, buttons and sewing thread.

Manicure Kit Nail file and cuticle stick.

Vanity Kit Cotton pads and Q-tips.



SHEA SOAPS

Inspired by the traditional recipes
of master soap makers.

These 100% plant-based soaps are enriched with shea butter, known for its nourishing, softening and regenerating properties. They have a gentle cleansing action and help maintain the skin's natural moisture levels.

Ingredient True Story

The landscape of Burkina Faso is interspersed with majestic karité trees – the source of shea butter. In this region, the hot winds carry dust and fine sand, and can be very drying for the skin. The women of Burkina Faso traditio-

nally protect their skin against harsh environmental elements by applying shea butter daily. Organized into cooperatives, the women use traditional methods to harvest the fruit of this sacred tree and transform the paste into shea butter – a universal and irreplaceable beauty product.

Shea Milk soap, 25g and 50g soap

This soap contains shea milk, with smoothing and protective properties.

Shea Verbena soap, 50g and 100g soap

Rich in protective shea butter, this soap leaves skin perfumed with the fresh and delicate scent of verbenas.



COMPLEMENTARY OFFER

L'OCCITANE also offers a wide range of mini products adapted to travelers' needs.



1 Shea Butter Hand Cream 10ml

A super-smoothing blend of 20% shea butter; honey and sweet almond extract, subtly perfumed with scents of jasmine and ylang-ylang. This rich hand cream has a balm-like texture that glides on easily and sinks in rapidly.

2 Shea Butter Lip Balm 2g

Repair and nourish dry lips with this moisturizing balm formulated with shea butter.

3 Cleansing and Refreshing Cloth

Soaked in a lotion rich in shea extract, cassia (soothing) and orange blossom floral water (softening), they remove make-up and refresh the skin in a single, simple step with an alcohol-free formula.

4 Shea Fresh Face Water 15ml

A gentle, alcohol-free toner, rich in shea extract and floral waters, to moisturize the skin in a single step.

5 Shea Butter Fabulous Serum 5ml

Specially formulated to rescue skin damaged by harsh environmental conditions. This truly fabulous formula repairs existing damage and protects against future damage.

6 Shea Butter Ultra Rich Cream 10ml

The perfect moisturizer for anyone with dry or dehydrated skin that needs intensive hydrating care. Despite this cream's very rich, dense texture, it is rapidly absorbed without leaving an oily residue.

7 Green Tea EDT 10ml

This subtle blend of fresh aromas lifts your mood, transporting you to green fields laced with the scents of bitter orange, jasmine, cedar and thyme. As invigorating as a spring day!



8 Citrus Verbena EDT 10ml

Enriched with organic verbena from Corsica, lemon oil from Sicily and grapefruit extract from Italy, this new, energizing summer fragrance scents the skin with invigorating and fruity notes.

9 Cade Shaving Cream 10ml

The cade complex of Provençal essential oils purifies and tones, while shea butter and glycerin leave skin supple. A shaving cream that transforms into a cushioning mousse on the skin.

10 Cade After Shave Balm 10ml

The cade complex of juniper, sandalwood and essential oils purifies the skin and helps to soothe nicks and breakouts. The light texture is rapidly absorbed and helps prevent razor burn.



Spa
by L'OCCITANE



From the fingertips or the heart of the palm, nature inspires our gestures. Beauty secrets grow in the Mediterranean fields: Almond, Immortelle, Shea, Lavender, essential oils...

Our extensive menu for men & women offers well-being head-to-toe with the ultimate in naturality.

Signature treatments include the Immortelle Secret of Youth - a unique lifting and firming facial featuring the precious Immortelle essential oil from Corsica - Aromachologie Relaxing massage with essential oils, newly-released Shea Nurturing Massage, as well as the Almond Detoxifying Balance and Silhouette Reshape.

Our expertise was built in our flagship Day Spas operated in Paris, Hong Kong and Sao Paulo. Being managed by L'OCCITANE, those Spas entirely reflect the Provencal art-de-vivre, inspired by a unique area on the Mediterranean: The Camargue, traditionally known as "The Provence of Water".

The "Spa by L'OCCITANE" concept

for hotels gives further latitude in regards to the design and treatment menu. As for design, the Spa should reflect the hotel's own architectural style and history, L'OCCITANE only coming as subtle touches throughout the decoration. On the menu, creation of signature treatments specific to each property - featuring local traditional plants - is being offered.

All in all, Spa by L'OCCITANE targets selective hotels partners – with 5* standards, a true identity and soul, managing the Spa themselves and willing to feature L'Occitane exclusively in their menu and Spa boutique. Thus, we expect to continue the way paved by the successful openings initiated since 2007 at:

- Couvent des Minimes Relais & Châteaux (*Mane, Haute-Provence, France*)
- Covento Do Carmo (*Salvador, Bahia, Brazil*)
- Kupu Kupu Barong Hotel & Spa (*Ubud, Bali, Indonesia*)
- Devi Resorts (*Udaipur & Jaipur, Rajasthan, India*)

In addition to a comprehensive treatment menu, expert protocols, on-site training, substantial line-up of Spa Professional Sizes and extensive marketing collaterals, Spa by L'OCCITANE allows hotel partners to leverage a strong retail expertise, wide PR network and 3 million client database worldwide.

