



L'Occitane International S.A.

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(Incorporated under the laws of Luxembourg with limited liability)*

Clarification Statement of Media Reports on Animal Testing

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(6 August 2012, Hong Kong) L'Occitane International S.A. ("L'Occitane" or the "Company"; SEHK stock code: 973) noted the recent media reports on L'Occitane regarding animal testing for their products. The Company wishes to clarify that such reports are inaccurate. L'Occitane does not and never has tested its products on animals, and the Company only works with suppliers who can certify that all raw materials in its products are also not tested on animals.

L'Occitane is committed to a policy of not testing its products on animals. It has been associated and committed to working together with the British Union for the Abolition of Vivisection (BUAV) and One Voice associations. The Company's products are sold globally and, along with many other global businesses, China is an essential market for its development. L'Occitane respects the right of each country to set their own laws and regulations; it actively seeks to influence the debate on abolishing tests on animals throughout the world and anticipates an end to animal testing in China.

Hence, L'Occitane is actively working with the BUAV, with whom it has a long term relationship, to allow the alternative tests that apply elsewhere in the world. The BUAV is one of the world's leading authorities on animal testing issues, and acts as secretariat to the European Coalition to End Animal Experiments.

At the beginning of 2011, the company took part in a colloquium in Beijing - together with the BUAV and the Chinese authorities - which aimed to implement alternative tests, recognized by these same authorities. These tests are likely to replace all the tests that are currently in place in China. Since then L'Occitane has continuously met with the BUAV, other like minded beauty brands, and European and Chinese authorities, most recently in May 2012, to further progress efforts in China.

As a result, Chinese authorities have recently put in place a programme to establish an alternative test protocol, L'Occitane and the BUAV will continue its efforts to achieve positive lasting change.

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About L'Occitane International S.A.

L'Occitane International S.A. is a global, natural ingredient-based cosmetics and well-being products manufacturer and retailer with strong regional roots in Provence, France. The Company has three brands (L'Occitane, Melvita and Le Couvent des Minimes) in its portfolio and is committed to developing and retailing high quality products that are rich in natural and organic ingredients of traceable origins and respect for the environment. The L'Occitane brand currently represents the core of the Company's business and is sold in over 90 countries through over 2,000 retail locations. The retail locations comprise own stores, independent distributors and airport and duty-free operators. Melvita is a leading organic and personal care brand with its own retail network and Le Couvent des Minimes is a natural ingredient-based brand, mainly distributed through wholesale.

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