

L'OCCITANE au Brésil invests in a factory site in Brazil

Brazil, July 2017 – Four years after the launch of the Franco-Brazilian brand L'OCCITANE au Brésil, the international Group invests in a local factory project to develop and reinforce its investments in Brazil.

L'OCCITANE do Brasil announces that it is going to invest in a plant project in Brazil, one of the Group's five most representative countries with the highest growth rate.

The plant will be installed in the city of Itupeva (São Paulo), close to the Group's Brazilian distribution centre. It will cover a 23,000 m² area and focus on producing L'OCCITANE au Brésil's product lines, maintaining a partnership with third-party suppliers to develop some product categories.

Investe São Paulo, the investment and export promotion agency related to Secretariat of Economic Development, Science, Technology and Innovation of São Paulo state, has assisted L'OCCITANE au Brésil with strategic information and key entities to ensure that the project is a success, mainly in relation to infrastructure and environmental licensing.

This initiative was launched by the Group to increase its market share in Brazil, but also to invest in the country's development and to win over an increasing number of Brazilian consumers based on its expertise and quality cosmetics.

The works are expected to start later this year and production is scheduled to begin in 2019, developing the region of Itupeva and further boosting its local economy.

About the L'OCCITANE Group

The L'OCCITANE Group is a leading natural ingredient-based cosmetics and well-being products company. A global leader in the premium beauty market, the L'OCCITANE Group produces and retails high quality products that are produced using cutting-edge technology. The Group has four brands: L'OCCITANE en Provence, Melvita, Erborian and L'OCCITANE au Brésil, offering products that are rich in natural ingredients of traceable origins that also respect the environment.