

L'OCCITANE SETS SAIL FOR A CLEANER WORLD

L'Occitane embarks on a unique, extraordinary human adventure with Plastic Odyssey, to transform plastic waste into a new resource!



NATURE AND MAN: THEY'VE ALWAYS BEEN CONNECTED, AND THEY ALWAYS WILL BE...

Protecting the environment and promoting fairness have always been important values for L'Occitane.

Ever since L'Occitane was created in 1976, it has been revealing and protecting the richness of the lands of Provence, Burkina Faso and other regions to which it has formed an attachment.

It is committed to making the world we live in more beautiful, more humane, more responsible. It does this through its products, its stores and the experiences they create, as well as the skilled producers and employees who share its vision.

L'OCCITANE,
MORE THAN A BRAND,
MORE THAN A PLACE,
MORE THAN PRODUCTS



BEHIND THIS
COMMITMENT IS A
SET OF PRINCIPLES

- To respect biodiversity
- To fight pollution
- To support local producers
- To encourage women's entrepreneurship
- To promote craftsmanship
- And to ensure that all human beings will still be able to gaze at the beauty of nature in the future, L'Occitane is dedicated to fighting avoidable blindness and provides financial support to help this cause.

This leads us to its partnership with Plastic Odyssey...

L'OCCITANE HAS ALWAYS BEEN COMMITTED TO REDUCING PLASTIC!



- Plastic bags have never been handed out in L'Occitane stores, and empty bottles can be taken to stores for recycling.
- For over 10 years, the bottles used in the Aromachologie range have been made from 100% recycled PET.
- Eco-refills are available for 15 products; these eco-friendly solutions use 65 to 90% less plastic than a standard bottle.
- 84% of plastic containers can be recycled in L'Occitane stores. Any that cannot be recycled will be discontinued within the next five years.
- A recycling service is available in all company-owned stores in France, thanks to a partnership with TerraCycle®.
- By continuing to reduce the thickness of its packaging, L'Occitane has already saved 28 tons of plastic.
- L'Occitane Group employees are also keen to get involved and do their bit. They regularly organise beach clean-up days in France and other countries to help fight against the pollution of our seas and oceans.

L'OCCITANE WILL ALWAYS BE COMMITTED TO REDUCING PLASTIC!

- By 2020, 10 new eco-refills will be available.
- By 2025, L'Occitane will have reduced its use of plastic material by 50%. It has set itself a **3 x 100 target**: **100% of plastic bottles** will be made from **100% recycled plastic** and **100% of company-owned stores** worldwide will offer a recycling service.
- For its recycled plastic, L'Occitane chose to work with **Loop Industries** a key supplier of **100% recycled virgin-quality PET plastic**.
- L'Occitane is also planning to replace its cellophane protective seals with a new, eco-friendly, compostable solution made from **FSC-certified wood fibre**.



SPREADING THE WORD IS ALL-IMPORTANT, BUT DEEDS ARE EVEN MORE IMPORTANT!



And this is why L'Occitane is embarking on a unique human adventure across the world with the company Plastic Odyssey.

Based in Marseille, Plastic Odyssey is dedicated to developing a circular economy, recycling used plastic into useful products or converting it into energy through low-tech, open-source technologies.

TAKING TO THE SEA TO FIGHT POLLUTION AND POVERTY

L'Occitane is keen to play a key role in the fight against plastic waste, which is why it is giving its support to this first around-the-world boat expedition, which will focus on the pollution of our oceans at its source: the land.

This incredible journey will begin in 2020, when the boat sets sail from Marseille – just a bit few days before the start of the Vendée Globe sailing race, when 30 skippers will embark on an around-the-world solo adventure, departing from Les Sables-d'Olonne.

L'Occitane has partnered with one of these skippers, Armel Tripion.

The ambition of the expedition?

To transform plastic waste into a new resource and reduce the use of plastic. Over 18 tons of plastic waste are dumped into the ocean every minute.

Around 80% of this waste originates on land.

But what if we gave this waste a future? What if it could be a source of wealth for the most disadvantaged?

REDUCE

Alternatives to the use of plastic will be tested on board. The crew's living area will serve as a test bench for these new consumption models. In the long term, the results could be useful for hotel chains or companies, for example, who want to reduce their use of plastic.

REUSE

For this expedition, Plastic Odyssey will give a new life to a 40-metre exploration vessel, which will be adapted to meet the requirements of the project. The plans for the machines that have been developed and brought onto the vessel will be available under open source terms so they can be reproduced throughout the world.

REACT

Plastic Odyssey will make over 30 stopovers, during which demonstration workshops will be held. The aim of these is to teach local communities how to use the machines on the boat and encourage them to develop their own micro-factories that can make good use of plastic waste.

RECYCLE

For the first time, a vessel that can be used to demonstrate solutions will sail along the most polluted coasts of Latin America, Africa and Asia, powered by plastic waste. At each stopover, plastic waste will be collected, sorted, then recycled on board. The aim? To prove that plastic has value. Non-recyclable plastic will be converted into fuel by pyrolysis, to enable the boat to reach the next stopover.





By recycling this waste rather than throwing it away, and by preventing this pollution at its source, the environment can be protected and a new economy can emerge, enabling thousands of people to make a living from this activity.

The objective of these stopovers is to raise awareness about the value of plastic and teach local people how to use the machines developed using open source technologies. Because different towns, cities and countries have their own specific needs, the technologies on board will serve as a starting point, but can then be adapted to meet local requirements.

By becoming a partner in this expedition, which is about both mankind and nature, L'Occitane asserts its vision and mission:
Recycle, Reduce, Reuse and React!

These are the 4 Rs that have been part of L'Occitane's culture since 1976 and will continue to be for the future.



«We are facing an environmental crisis, and companies need to do more than reduce their impact on the planet. They have a responsibility and a duty to find real, concrete solutions in order to generate value for our ecosystem. As the main sponsor of Plastic Odyssey, L'Occitane en Provence is supporting a project focused on transforming plastic waste into a resource and thus helping to develop a new economy. We're proud to be the main partner, for a duration of five years, and to be part of this incredible human adventure for the good of mankind.»

Adrien GEIGER, L'Occitane en Provence
Global Brand Director



A CLEAN VESSEL FOR A CLEAN OCEAN

The Plastic Odyssey vessel will be a 40-metre boat with two distinct areas on board:

Clean up the past: the rear of the boat will be dedicated to the recycling workshop, where technologies aimed at creating value from plastic can be developed. The aim is to repair the mistakes of the past, for which the ocean is suffering the consequences.

Build the future: the front of the boat will be used as a test bench for alternatives to plastic – a sort of «international sea station» focused on building a future without plastic waste.

It will be the first boat to be powered by a fuel obtained from plastic waste.



The expedition will be filmed and broadcast around the world through a network of media partners.



At the end of the expedition, a catalogue listing ways to use and improve the machines tested throughout this three-year expedition will be published.

It may take several decades to find sustainable alternatives to plastic. **L'Occitane** is already taking long-term actions and looking for transitional solutions to prevent plastic from ending up in our oceans and to remove pollution from our environment. It's joined the adventure with Plastic Odyssey – and is always open to new ones...