

## Duolab unveils a natural and preservative-free personalised skincare solution

**LAS VEGAS, 5 January 2020 – Duolab, an innovative start-up in the L'OCCITANE Group, today introduced its personalised, preservative-free skincare solution with scientifically proven efficacy at CES® 2020 in Las Vegas. This freshly blended, natural skincare solution that adapts to the skin's changing needs puts Duolab at the forefront of the cosmetics industry of the future.**

The Duolab system offers on-demand personalisation of this freshly blended, preservative-free skincare solution, which is both natural and results-driven. The patented innovation comprises a device, a range of capsules – including three moisturising bases and five targeted concentrates – and a skin diagnostic tool. The tool assesses the customer's skin requirements and generates a personalised care protocol. Cycle after cycle, the protocol recommends different combinations of capsules for morning and evening, taking into account each customer's specific needs. A patented emulsification process delivers a freshly blended monodose in 90 seconds. Duolab's thermo-cosmetic technology warms the cream to the skin's natural temperature, thereby boosting its penetration and efficacy. Customers can either buy their capsules on the go or have a set delivered to their door monthly through a subscription.

Alain Harfouche, Managing Director of Duolab, explains:

'At Duolab we dare to innovate, challenging the status quo and embracing new technologies. Duolab takes a disruptive approach to innovation, combining proprietary technology with effective and highly natural skincare formulas.'

### Partnering with L'OCCITANE

Benefiting from the L'OCCITANE Group's research and development facilities, skincare formulation expertise and knowledge of ecological design and recycling, this unique skincare solution has the potential to be scaled up across the Group's brand portfolio and beyond.

Duolab's first facecare collection has been developed in partnership with L'OCCITANE en Provence and there are plans to collaborate with other selected skincare brands.

### Building the cosmetics industry of the future

Duolab perfectly illustrates the L'OCCITANE Group's continued investment in genuine innovations. The Group develops cosmetics brands that offer new and authentic beauty experiences while continuing to pursue its long-term vision of sustainable growth. The company's product development teams launch up to 300 products globally each year, in addition to numerous patented technologies. In recent years, the L'OCCITANE Group has accelerated its ability to innovate – both in-house and with the help of its start-up studio OBRATORI, based in Marseille – with the ultimate goal of scaling up new technologies and insights across its brand portfolio.

L'OCCITANE Group's Chief Executive Officer, Reinold Geiger, observes:

'To continue to prosper, we must constantly innovate, search for new natural ingredients and create original formulations with genuine benefits. Duolab is a groundbreaking skincare system set to revolutionise the cosmetics industry.'

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## About the L'OCCITANE Group

*The L'OCCITANE Group is an international group that manufactures and retails beauty and well-being products that are rich in natural and organic ingredients. A global leader in the premium beauty market, the Group has more than 3,400 retail outlets, including 1,572 owned stores, and is present in 90 countries. Through its six brands – L'OCCITANE en Provence, Melvita, Erborian, L'OCCITANE au Brésil, LimeLife and ELEMIS – the Group offers new and extraordinary beauty experiences, using high-quality products that respect nature, the environment and the people in it.*

