

To whom it may concern

GENEVA, 28 May 2020 – The L'OCCITANE Group firmly rejects the recent advertisement published by the Brazilian Association for the Personal Hygiene, Perfume and Cosmetics Industry (ABIHPEC) about environmental protection laws and regulations in Brazil. This piece was published without L'OCCITANE's knowledge or consent, and in no way represents what the Group stands for.

For the L'OCCITANE Group, biodiversity is a source of inspiration and the Group's supply of raw plant materials depends on the proper functioning of ecosystems along with the prosperity of the local partners and producers that benefit from them.

That is why L'OCCITANE has contributed in myriad ways to the regeneration and protection of agricultural and natural biodiversity and has pledged to help protect 1,000 plant species and varieties by 2025.

The L'OCCITANE Group is firmly committed to the development of sustainable production chains that protect Brazilian biodiversity. Brazil's fair-trade laws are very strict and L'OCCITANE au Brésil was one of the first international brands to obtain CGEN's authorisation regulating access to Brazilian genetic resources and guaranteeing fair and equitable sharing of benefits in 2012.

L'OCCITANE au Brésil is committed to sharing the benefits arising from the use of Brazil's biodiversity with local communities in the form of environmental or development initiatives. Since 2014, local and organic crops have been developed, as well as a fund for structuring agroforestry areas. Initiatives have also included assistance with the production and marketing of local handicrafts

The current crisis is a reminder of the pressing need for businesses to be more responsible and engaged with the environment than ever. That is why environmental issues like biodiversity loss will continue to be at the centre of L'OCCITANE's approach in the post-COVID-19 world.

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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.

