



A STORY OF
COMMITMENTS

September 2020

L'OCCITANE
EN PROVENCE



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**RESPECTING
BIODIVERSITY**
A story of generosity

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**SUPPORTING
PRODUCERS**
A story of fairness



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A story of talent



BEAUTY WITH RESPECT FOR PEOPLE & NATURE

From the beginning, it's been crucial for us at L'OCCITANE to protect the nature from which we have so much to learn from: the secrets of plants, their exceptional properties and the incredible powers of their active ingredients.

Committing to protecting this nature and the people around it was an obvious choice. We made sure we worked fairly with our producers, we invited customers to bring back their empty bottles in order to recycle them, and we added Braille on the packaging to make them more accessible.

Based on these solid foundations, L'OCCITANE defined six key areas of action : Respecting biodiversity, Supporting producers, Reducing waste, Caring for sight, Empowering women and Celebrating craftsmanship.



“ L'OCCITANE has an original and intrinsic link with the Living. Our societal and environmental commitment - in favor of the protection and regeneration of biodiversity and the reduction of our environmental carbon and plastic footprint - is therefore only natural.

Our mission is to take care of humans and to reconnect them with Nature, by transmitting the diversity of our natural heritage. Because Nature's heritage is our common wealth. ”

Adrien Geiger, Group Sustainability Officer

OUR TARGETS

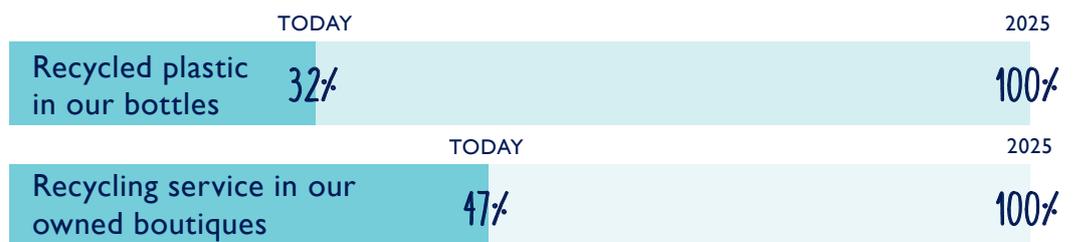
RESPECTING BIODIVERSITY



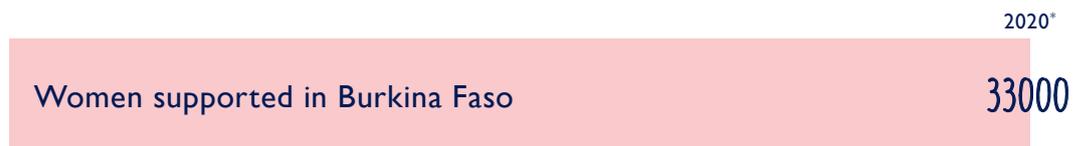
SUPPORTING PRODUCERS



REDUCING WASTE



EMPOWERING WOMEN



* We have today almost reached our 2020 objective of supporting 33000 women and we will set, for 2025, a new more ambitious objective.

CARING FOR SIGHT



CELEBRATING CRAFTSMANSHIP





01

RESPECTING BIODIVERSITY

A story of generosity



*LET'S REGENERATE BIODIVERSITY
FOR FUTURE GENERATIONS.*

OUR COMMITMENT

At L'OCCITANE, we are fascinated by the power of nature and its ability to surprise and teach us. It nurtures a passion in us, inspiring our determination to protect biodiversity in the long run through concrete actions that make a real difference.

OUR PLAN OF ACTION

We are dedicated to defending and promoting the unique biodiversity of our lands, both cultivated and wild. Since our brand was born in Provence, this is where we've first started this challenge. We then extended our focus to the entire Mediterranean Basin as, not only is it close to home, but it's also one of the richest ecosystems in the world (a "biodiversity hotspot") where there are major conservation issues at stake. Now we're going further, in Burkina Faso, and the rest of the world. Wherever we can help maintain the diversity of ecosystems, working with key players, and implementing concrete actions, that's where we'll be.

WHAT'S AT STAKE

The FAO (Food and Agriculture Organization of the United Nations) has estimated that 75% of crop diversity was lost between 1900 and 2000**.

OUR ACTIONS

THE AIM:

To have contributed to protecting and promoting 1,000 species and varieties of plants by 2025*.

BEYOND OUR BUSINESS



SUSTAINABLE SOURCING.

We secure the traceability of our iconic ingredients but also the longterm monitoring of our producers, whose agroecological practices not only respect biodiversity but also regenerate it.

PROTECTING THE ENVIRONMENT TOGETHER.

- We help preserve the diversity of the ecosystems that surround the ingredients on our lands, but also beyond, thanks to our Foundation's projects.
- We contribute to creating territorial dynamics of respect for cultivated and wild biodiversity.

* We're already very close with 950 varieties protected today, and are thinking about a new, more ambitious objective for 2025.

** FAO report "The State of the World's Plant Genetic Resources for Food and Agriculture" - 2010

SOURCING LOCAL VARIETIES AND PROTECTING THEIR FUTURE

L'OCCITANE is dedicated to developing sustainable supply chains and helps maintain them, so that they have an enduring and viable future. We not only want to protect the future of our plants, but also the biodiversity that surrounds them. Our approach contributes to maintaining biodiversity dynamics, among our producers, and more broadly on a regional scale. We've contributed to numerous projects: Haute Provence PDO fine lavender, the comeback of French almonds, organic immortelle and the preservation of shea parks in Burkina Faso.

1

Source and promote local varieties, and favor certified organic ingredients.

2

Protect the future of our plants via sourcing from producers we support, respecting ecosystems and applying agroecological principles.

3

Initiate territorial dynamics to maintain biodiversity.

“ We have a strong presence on the ground, and as a result we have a perfect knowledge of our raw materials and our producers. This guarantees a relationship of trust and complete traceability, from the seed to the finished product. ”

J-C LHOMMET, Biodiversity & Sustainable Ingredients Manager

**220 MISSIONS
ON THE GROUND**
led by our dedicated Biodiversity & Sustainable ingredients team in 2019.



AGROECOLOGY - WORKING WITH NATURE

This includes many methods, such as plant covers, agroforestry (planting trees on cultivated fields), mulching, creating natural habitats for birds and insects... to create beneficial ecosystems within and around the fields. It allows our producers to use less or no pesticides/chemical fertilizers, less water and contributes to limit and store carbon emissions. It's, without a doubt, the agricultural model of tomorrow that we strive to develop, thanks to agroecological diagnoses on our producer's fields and the creation of a new collective, gathering 15 of our family farm partners, so they can share their best practices and get trainings.

IMMORTELLE

Following the success of our immortelle range, L'OCCITANE launched in 2004 the first 100% organic planting program of the flower in Corsica. As this wild plant had never been domesticated before, our sustainable sourcing makes sure we do not put pressure on the plant's natural environment.

A few producers of aromatic plants joined us in this new adventure and began growing the "golden sun" of the Corsican maquis. Thanks to our research and efforts, 100% of Corsican immortelle cultures are organic. Proving that it was possible, we've boosted territorial dynamics and continue to help our producers find, and implement, even greener processes.

The *helichrysum italicum* endemic to Corsica has an unsurpassed quality: its essential oil contains a high concentration of the valuable neryl acetate molecule, that gives it anti-ageing properties. We believe it is therefore crucial to preserve the genetic specificities of this Corsican plant. The seeds used by our producers are certified Corsica Grana (guaranteed 100% Corsican), and come from the wild, four corners of Corsica, for more diversity. It's like a mini-Corsican territory in our producer's fields.



ALMOND

Up until the beginning of the last century, the almond tree was a strong symbol of the Provençal landscape. But then almond cultivation was abandoned to make way for more profitable crops, such as lavender, and by the 1950'-1960s, the tree had virtually disappeared from the region. L'OCCITANE is committed to sourcing its almonds from producers of the south of France and the Mediterranean basin in order to help bring back the traditional production of almonds. We aim to boost the sustainable and qualitative cultivation of almond trees in Provence, via our contribution to France Amande, a French organization dedicated to promoting the almond industry by bringing together all key players of the supply chain, producers and manufacturers.

*FRANCE AMANDE'S OBJECTIVE:
+ 900 000 ALMOND TREES PLANTED
IN PROVENCE BY 2025*

LAVENDER

Provence lavender is under threat from climate change, directly exposed to its impacts. Not only does it cope with drought-like conditions, but it is also being attacked by disease-carrying insects, such as the leafhopper, which thrives in dry weather. Lavender decline is a very real and very alarming phenomenon.

Since 2012, L'OCCITANE has been supporting French research institutes with a dedicated fund and its team of agronomist experts. The objective is to find ecological solutions to save lavender from threats by selecting new varieties of plants and looking into new, innovative cultivation techniques, such as grassing for example, creating a natural barrier against the devastating leafhopper.

A fine lavender PDO (Protected Designation of Origin) is essential to preserve the genetic identity of the plant, its wealth and benefits. As we helped create The Haute Provence fine lavender PDO label, we are the biggest buyers of its production (fulfilling 100% of our needs) and some of our experts contribute to its olfactory committee.



*THESE GRASSY FIELDS ARE THE FUTURE OF LAVENDER LANDSCAPES!
WE'LL NO LONGER HAVE PURPLE ROWS AS FAR AS THE EYE CAN SEE, BUT MULTICOLOR ONES.
PRESERVING BIODIVERSITY ALSO MEANS CHANGING LANDSCAPES AS WE KNOW THEM.*

*Nature is
always a step
ahead of us.*

USING RESOURCES SUSTAINABLY

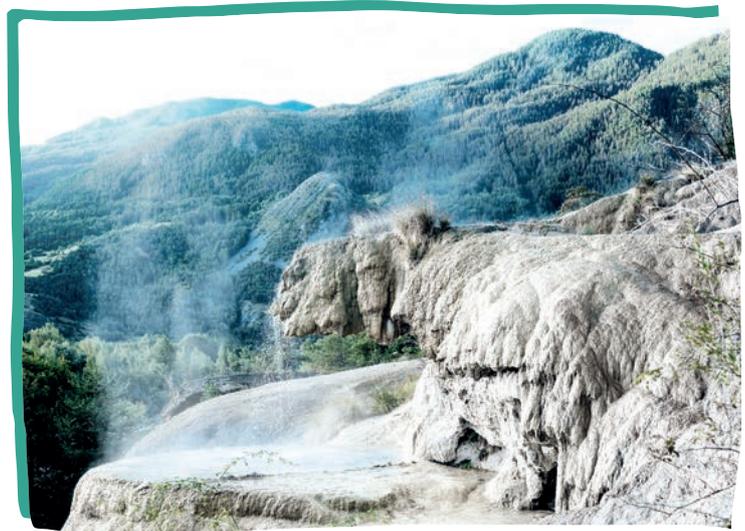
RÉOTIER SPRING WATER

When L'OCCITANE discovered the extraordinary water of the Réotier spring, we were keen to harness its skincare benefits, but also determined to protect the surrounding environment.

Located at the gateway of a natural park, the Réotier spring has been recognized by the European Union as one of the Natura 2000 nature protection areas. Nurtured by the highly mineral water, the flora and fauna look like what you might see on coastal territories, with a mountainous twist – resulting in a unique biodiversity, with very rare fauna and flora species, that's made this site a national treasure.

And we decided to go further than regulatory studies to better the knowledge of this little-studied site and all its issues:

- A hydro-geologist, a landscape designer and an environmental consultancy firm spent two years assessing the site, drawing up recommendations to collect the water.
- We continue working on a precise inventory of all the different species of life present on the site to help us develop a strategy of preservation for future generations.
- We finance the Sustainable Management Plan that resulted from those studies.



Based on these, L'OCCITANE never collects more than 0.04% of the annual volume of water discharged from the spring, making sure that there is no negative impact on water flow and the spring's environment.

A SUSTAINABLE PICKING CHARTER

Shea, meadowsweet, rosemary, myrtle, cade

L'OCCITANE oversees the growing and harvesting of its cultivated ingredients. However, some plants, such as meadowsweet and cade, can only be found in the wild. If these plants are harvested irresponsibly, there can be a significant impact on the natural environment. That's why we decided to work with local partners to draw up a sustainable picking charter protecting the integrity and habitat of these plants. All of the 10 000 pickers for shea butter and the 12 pickers for rosemary, myrtle and meadowsweet flowers have signed it.

SHEA BUTTER

Shea butter supply chain's RESIST program

For over 30 years, L'OCCITANE has been sourcing shea butter – one of its most iconic ingredients – from cooperatives of women producers in Burkina Faso. We purchase their organic and fair-trade* certified shea butter directly from them, to help them build sustainable livelihoods and pass on their skills from generation to generation.

Building on this, we launched RESIST (Resilience, Ecology, Strengthening, Independence, Structure, Training), a \$2 million holistic program that aims to protect the resources of 10 000 women in Burkina Faso facing economic & climatic challenges.



This program is financed by L'OCCITANE but also thanks to public funds such as the United States Agency for International Development & the German Federal Government**.

This three-year program helps secure organic nut access by preserving the parks where shea trees grow naturally.

The objective is to have 33 certified-organic shea parklands and to train women pickers in the preservation of shea trees. It also seeks to modernize shea processing, to strengthen alternative fuel wood sources by promoting nut waste, and to improve the working conditions. Finally, it aims at generating new income for the women, diversifying their activities and helping them to be more economically resilient.

The program is recognized as 'exemplary' by the United Nations Development Program (UNDP). L'OCCITANE was invited to attend the "Business Call to Action" Forum about Inclusive Business (taking place on the sidelines of the United Nations General Assembly in New York City) in sept 2019, to present its holistic approach to development in favor of the women shea butter producers of Burkina Faso, and its promotion of local biodiversity.

See page 29 for more information on our commitment for women involved in the shea value chain.

RESPONSIBLE PALM OIL

Palm oil comes from the fruit of the oil palm tree. It's mainly used in food products, but can be found in certain cosmetics and personal care products. The intensive cultivation of oil palm trees can have major consequences on the environment and biodiversity.

Although we do not directly purchase or use palm oil in our own formulas, our soap noodles and certain derivatives (such as surfactants, which give a formula its foaming properties) may, however, contain it.

Since 2011, we have been a member of the Roundtable for Sustainable Palm Oil (RSPO), a non profit organization that unites all stakeholders across the palm oil industry to develop and implement global standards for certified-sustainable palm oil.

Since 2015, 100% of our soaps (excluding shaving soap and special sizes dedicated to professionals) are formulated with traceable and sustainable palm oil, in accordance with one of the highest levels of traceability defined by the RSPO.

But there is still more work to be done:

- 100% of the palm oil contained in the derivatives that we buy from our suppliers will be RSPO certified by the end of 2020,
- we intend to reduce our consumption of palm oil by 20 to 25% by continuing our development of palm-oil-free soaps – an objective that we hope to achieve by 2023.

* Fair-trade certified according to the Fair for Life standard available at www.fairforlife.org

** Funded by the German Federal Government, Federal Ministry for Economic Cooperation and Development (BMZ), via sequa as part of the develoPPP.de program

BIODIVERSITY BEYOND OUR SOURCING

THE L'OCCITANE FOUNDATION

Preserving biodiversity in Provence, in the Mediterranean and beyond.

Born in the Alps of Haute Provence in 1976, L'OCCITANE has always cared deeply about this region. Indeed, one of our Foundation's three fields of action is to preserve Provence's natural heritage. Today, having grown into an international company, it's essential to us that our efforts cross borders and reach lands in need throughout the world.

IUCN PARTNERSHIP

(International union for conservation of nature for the Mediterranean - French committee)

To help us understand where we need to act, which plants and ecosystems are endangered in our region, the L'OCCITANE Foundation financially supports the IUCN French Committee to produce the Red List of Ecosystems for France's Mediterranean coastlines and forests. This list is a knowledge tool that informs policy makers, environmental stakeholders and the general public.

Since 2015, 31 Mediterranean ecosystems have been identified and assessed. The studies revealed in 2019 and 2020 that 21% of Mediterranean forest ecosystems are threatened and 37% are almost threatened. Concerning sandy coastal ecosystems, which represent a quarter of French coastlines, almost all (7 over 9) are threatened. Those studies will be used to build conservation strategies, identify priorities for action and help regulations on nature management and conservation evolve.

In January 2021, we will participate in the World Conservation Congress, organized by the IUCN, in Marseille, to present all of our actions for the preservation of biodiversity and contribute to sensitize the public on the topic.



THE SHARED MEDITERRANEAN CONSERVATORY

Since 2018 the L'OCCITANE Group is member of the Shared Mediterranean Conservatory (SMC). It establishes – for the first time – a community of individuals, organizations, institutions and producers from the region, brought together to maintain, preserve and promote strategic plants and varieties for the biodiversity of cultivated areas around the Mediterranean.

Almond and olive trees – both of which are important for L'OCCITANE – are among the trees identified.

The Foundation supports “Vergers d’Avenir” since 2019, a 3-year SMC program that aims to preserve rare or threatened local varieties by creating or restoring orchards. Its objective is to replant 4000 trees around the region, preserving 200 local varieties of Provence.

PLANTING HEDGEROWS IN PROVENCE

In partnership with the Verdon Regional Natural Park, the L'OCCITANE Foundation also supports planting trees and notably old varieties of fruit trees for hedgerows as they are known to offer many benefits: climate regulation, erosion control, a habitat for wildlife and pollinators, fruit production, as well as the maintenance of their inestimable heritage significance. Since 2016, 124 different varieties of fruit trees have been preserved thanks to this partnership.

PUR PROJET INTERNATIONAL PARTNERSHIP

In 2019, we partnered up with PUR Projet International on 11 agroforestry projects (planting of trees on cultivated plots) and reforestation (planting in damaged areas). In just one year, more than 30,000 trees were planted for projects with very different aims: for example in Japan, the Mori-Nori project recreated a plant barrier to protect the coasts from possible tsunamis.



REPLANTING AFTER FIRE



In the beginning of 2020, we created a fund to support ecosystems that are severely affected by natural disasters, such as the devastating fires of the Amazon in 2019 and Australia in early 2020. Determined to protect biodiversity for future generations, the L'OCCITANE Ecosystem Restoration Fund aims to respond to climate emergencies on an ad hoc basis. The fund will be financed by a voluntary internal donation campaign among L'OCCITANE's shareholders. The Group has pledged to set up a support fund of €400,000 to help finance long-lasting projects dedicated to the regeneration of severely damaged ecosystems. €200,000 will be donated as an immediate contribution to tree-planting and agroforestry schemes to help restore Australia's landscape. The Foundation, together with the company's agricultural engineers and its operational teams in Australia, just choose to partner with the Foundation for National Parks & Wildlife, to help replant 1 million trees around Australia over the next five years.

THE L'OCCITANE ORCHARDS

In order to raise awareness and involve all our employees in the preservation of biodiversity, the L'OCCITANE Group has launched the project "Les vergers de L'OCCITANE": each employee with three years' seniority can have a Provençal almond tree planted in their name within local producers' orchards.





02

SUPPORTING PRODUCERS

A story of fairness



*LET'S PROVIDE OUR GROWERS WITH
SUSTAINABLE SUPPORT ADAPTED TO THEIR ACTIVITY.*

OUR COMMITMENT

Dialogue and respect are at the core of our daily work with our producers. We know them personally (some of our partnerships have lasted for over 30 years!) and we admire the passion they put into their work, so they can supply us with the very best ingredients. Working hand-in-hand together, we give them our support and help them thrive, so that they – and future generations – can go on even after we've gone.

OUR PLAN OF ACTION

Our aim is to finalize fair-trade certifications with all our producers of iconic ingredients, just like we did for our Fair Trade* shea butter supply-chain in Burkina Faso. It's the continuity in building long-term relationships of trust & transparency with our family farms partners, based on non-exclusive, multi-year contracts and fair price, so they can grow in a sustainable and lasting manner. It also implies taking new actions to further support them, enhancing collective dynamics, for example, which is the aim of our new agroecological collective.

WHAT'S AT STAKE

Approximately 400 farms** are closing every week in France. In Europe, this figure blows up to 2,300 farms*** disappearing every week.

OUR ACTIONS

THE AIM:

Fair-Trade certifications for all our producers of iconic ingredients by 2025.

BEYOND OUR BUSINESS

GUARD AGAINST RISK TOGETHER.

Mitigate the hazards of farming for our partners through multi-year and non-exclusive contracts to guarantee a lasting outlet for their produce, down payments to ensure cash flow, and even helping them diversify, to find other sources of income beyond L'OCCITANE.

PRODUCE SUSTAINABLY TOGETHER.

Guide our producers towards greener and organic farming practices thanks to our new agroecological collective.

* Fair Trade certified according to the Fair for Life standard available at www.fairforlife.org

** French government statistics: 353 farm closures per week between 2000 and 2010, then 410 between 2010 and 2013 in France. <http://www.statistiques.developpement-durable.gouv.fr/lessentiel/ar/2390/0/exploitations-agricoles-francaises.html>

*** Information provided by SAFER (Sociétés d'Aménagement Foncier et d'Établissement Rural – rural land agencies): 2,355 farms forced to close each week in Europe. http://www.safer.fr/iso_album/aeiar-etude-complete.pdf

FAIR TRADE CERTIFICATION

Just like we did for our shea butter supply chain in Burkina Faso, we want to finalize our fair-trade certifications for our producers of iconic ingredients, in Provence and Corsica. This certification for northern supply chains is a very innovative approach, and we are proud to be part of the cosmetic brand leaders on the topic. These certifications require regular evaluation by independent auditors, thus providing our customers with a long-term guarantee of ethically, sustainably and fairly sourced ingredients.

It will also reassure our producers of the strong, direct and lasting relationship we want to have with them. They will be able to enjoy security and peace of mind, with the knowledge that they will be guaranteed multi-year contracts and a fair price.



L'OCCITANE'S ICONIC INGREDIENTS CONCERNED BY FAIR-TRADE CERTIFICATION:

- lavender,
- almond,
- immortelle,
- verbena,
- rose,
- cade wood,
- cherry blossom.

SOURCING NATURAL INGREDIENTS WITH FAIR-TRADE PRINCIPLES MEANS:

- paying a fair price, agreed by all parties, so that value is distributed fairly amongst those involved,
- providing down payments on orders before the harvest if necessary,
- establishing non-exclusive contracts, so producers do not depend solely on us,
- signing multi-year contracts (minimum 3 years), guaranteeing a minimum purchase volume so our producers have a reliable, lasting outlet for their goods,
- bringing producers together as a community so they can share ideas and good practices, learn from each other and have more weight in negotiations,
- visiting the producer's fields at least once a year,
- paying an additional amount to finance projects and collective dynamics,
- helping our consumers build consumption consciousness so they can be sociably and ecologically responsible.

A FEW FIGURES BEHIND THE L'OCCITANE BRAND

- ↘ - 28 traceable and sustainable supply chains, over half of which are organic,
- ↘ - 47 direct producers,
- ↘ - over half of our producers and supplying partners are covered with multi-year contracts,
- ↘ - over 10,000 pickers are working in direct partnership with us.

GOING BEYOND FAIR TRADE

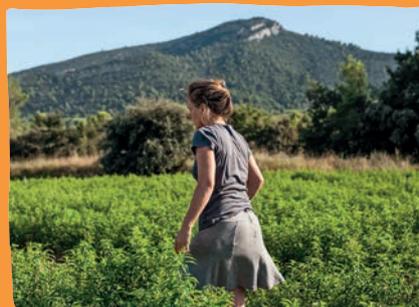
For L'OCCITANE it is important to go beyond sourcing and build solid, long lasting relationships with our producers. This is so much more than a supplier-purchaser relationship. It is based on trust and partnership, with each party bringing and sharing their knowledge and strengths.

We will continue to build unique relationships with our producers, going beyond Fair-trade certification, by:

- providing technical support all year long: working closely with producers, whenever they need it and not only once a year, particularly with their ecological transition,
- helping producers find ways to diversify their income, even beyond L'OCCITANE.

OUR AGROECOLOGICAL COLLECTIVE

15 of our family farm partners have already decided to join forces in the agroecological collective that we have contributed to develop. The aim is to provide trainings and best-practices sharing, and help them care for biodiversity, thanks to more ecological farming.
See page 6 for more on Agroecology.



WHAT MAKES US DIFFERENT?

- We have a dedicated team of nine agricultural engineers who work closely with our producers, on the ground, every day.
- We personally know our family farm partners and, over the years, have built with them close relationships and even friendships.
- We've decided long ago not to have our own lands and our own processing tools. Instead we've chosen to work hand in hand with trusted partners and contribute this way to local development and reinforcement of ecological practices, enhancing territorial dynamics.



Stephan Francisci, immortelle producer,
and Jean-Charles Lhommet,
our Biodiversity and Sustainable Ingredients Manager.

WHAT IS FAMILY FARMING?

Family farmers own their own land, their production facilities and the workload is often handled by family members. They are passionate about what they do and want to be able to sustainably manage their land. They have a long-term vision, unique skills and knowledge. It is important for them to hand these down – along with their land – to the next generation.

MORE ABOUT OUR INGREDIENTS AND THE PEOPLE WHO GROW THEM

OUR IMMORTELE PRODUCERS

We currently have ten partners in Corsica that grow, harvest and distill the precious immortelle flowers that are used in our muchloved Precious and Divine ranges, and our Reset formula. For over fifteen years, we have been committed to producing immortelle sustainably. This flower grows in the wild in the Corsican maquis, but due to the volumes we require, harvesting wild immortelle could never be a sustainable, responsible option as it would put too much pressure on the natural environment. That's why, in 2004, we launched the very first large-scale immortelle plantation program in Corsica. We invited several producers to get involved in cultivating this flower for the first time, using organic farming methods. With the help and advice from Corsican and Provençal technicians, as well as funding from The L'OCCITANE Group, 50 hectares were planted on the east coast of Corsica and Balagne.

The growers and distillers involved in this project have a five to seven-year contract with L'OCCITANE, guaranteeing them a stable income during the entire lifespan of the plant.

See p.7 for more on our immortelle flowers.

“ Our relationship is based on trust and we are true partners. The team of L'OCCITANE helped me to find solutions when I had technical problems. It's not just a commercial contract, it's a genuine partnership and the human aspect is at the heart of it. I feel free but supported at the same time. ”

Cathy Sanci, Immortelle producer.



OUR VERBENA PRODUCERS

Verbena is a plant that is often associated with Provence, as it can be found in markets and gardens. Yet its cultivation in the region is now limited, due to competition from other verbenaproducing countries. That's why we chose to source our verbena from Philippe and Magalie Mary, who produce a rare and precious verbena in a sheltered environment. The land is certified 100% organic, in small plots surrounded by forests. The estate can be found in the Grand Site de la Saint Victoire – a Natura 2000 site, where the biodiversity stakes are high. Thanks to this incredible terroir and the care given by our producers, this rare verbena has a unique olfactory note: crisp, green, powerful, and citraillée. In 2018, we decided to fund a biodiversity diagnosis by the independent ecological engineering firm Naturalia Environnement. This diagnosis gave us an exact overview of the situation and deemed our verbena crops a “green oasis” of biodiversity, discovering a number of protected fauna and flora species, including endangered meadow plants. The Marys then decided to go even further and test and develop new organic methods such as the use of cover crops, the creation of wild life habitats for birds and insects, and the diversification of hedges.



“ It was not only a business venture but also a human adventure, between L'OCCITANE teams and us. Our relationship is straight forward and we get along very well, which is why the partnership goes on. That is very important for us. The teams came with us to plant our first verbena and we worked together on technical solutions. ”

Philippe and Magalie Mary - Verbena Producers.

OUR LAVENDER PRODUCERS

Also known as “blue gold”, lavender is synonymous with Provence. It came to the region some 2,000 years ago and soon became a defining element of both the landscape and the local economy. At L'OCCITANE we use almost only fine lavender – *Lavandula angustifolia* – as it yields the very best essential oil. Since 1981, the expertise of the producers of fine lavender from Haute-Provence has been protected by the PDO (Protected Designation of Origin) label, which guarantees the quality and traceability of the essential oil. We source our supplies from cooperatives in Provence and the Bleu Provence distillery, and have established a multi-year partnership with the local supply chain in order to guarantee minimum prices and volumes. In 2016, we renewed our contracts for an additional four-year period, thus helping maintain the cultivation of fine lavender on the plateaux of Haute-Provence.

See more about our lavender p.8.

“ We work as a family, and we want to continue to pass on our traditions and passion to future generations. Lavender is not just a crop or an industry, it represents the story of a land and its people. It is the only plant that grows easily on the plateau and it is important to have a plant well adapted to the soil, that can grow in the wild, and cared for by us. ”

Jérôme Boenle, Lavender Producer.



Jerome Boenle is one of our producers and the president of the fine lavender PDO. He implements new agricultural practices such as grassing, to create natural barriers, and plants different varieties of lavender, while consistently monitoring his fields. It's actions such as these that we actively support.

OUR CADE PICKER

We work with Michael Comte, who cuts and harvests 100% of our organic cade wood in the wild, in the Ardèche Regional Natural Park, a preserved region surrounded by forests. Michael works on land clearing to create firebreaks area. By making use of wildharvested cade, we make sure that this raw material, which is often considered a waste product, is put to good use.



“ My wife and I renovated a farm 10 years ago. It had been abandoned for 50 years (there was even a tree growing in the middle of the living room!). Today we live there with my family surrounded by many cade trees. This tree is an integral part of the region but also part of our daily lives. ”

Michael Comte, Cade picker.

OUR ALMOND PRODUCERS

As part of our commitment to sustainability, we support the local production of almonds and make good use of coproducts (a product produced jointly with another product) – so we not only purchase the nuts whole, but also the broken almonds. In France, our main producer is Jean-Pierre Jaubert, who has replanted over 22,000 almond trees with typical Provençal varieties of the Valensole region since 2002. His land covers 80 hectares, and his passion and know-how go back three generations. In 2015, he signed a multi-year contract with L'OCCITANE, thus assuring him of a long-term, major customer for his crop.

See also our almond actions p.7

“ I have a special bond with almonds because my parents and grandparents already grew them. I'm happy to follow in their footsteps and perpetuate this family tradition which I also hope to pass on. ”

Jean-Pierre Jaubert, Almond farmer



OUR SHEA BUTTER PRODUCERS



A good example of how we accompany our growers is the work we have been doing with our shea butter supply chain in Burkina Faso for over 30 years. Rather than purchasing the shea nuts or kernels, we buy the butter – made using traditional methods – directly from the women's cooperatives, with no intermediaries. That way, we keep 100% local added value and help maintain the continuity of the skill, which has been passed down from generation to generation.

Every year, the purchase price is decided by a committee of women and independent observers. It leaves a significant margin for the producers and includes funding for the development of their unions' activities. As an example, a proportion of the payment goes into a fund that finances social and environmental community projects, such as developing ecotechnologies to produce shea butter.

Thanks to multi-year contracts, the women's cooperatives are guaranteed purchase volumes and a long term source of income. And we provide 80% of the payment before and during the harvests so that the unions have sufficient cash flow.

In 2009, the shea butter cooperatives began working on obtaining their Fair Trade certification*. We helped them by covering the costs of the certification and by providing technical support thanks to our dedicated team locally.

Our Shea butter supply chain has been recognized as “exemplary” by the United Nations Development Program (UNDP) in 2013 and 2019.

See also our RESIST program p.10

* Fair Trade certified according to the Fair for Life standard available at www.fairforlife.org



03

REDUCING WASTE

A story of respect for the planet



LET'S ACHIEVE A CIRCULAR ECONOMY THAT GIVES
A SECOND LIFE TO POLLUTING MATERIALS.

OUR COMMITMENT



When it was created in 1976, L'OCCITANE launched a bottle-return system for glass bottles, so they could be brought back to a retailer. In 1992, we launched another program called "L'action Mistral" dedicated to promoting recycling and recovery of plastics, trying to convince the public and public authorities, of the need for sorting. We believe that it's small steps such as these that can make a big difference in the long run.

OUR PLAN OF ACTION

We want to create a circular economy with the help of involved and innovative partners, multi-brand initiatives, but also and above all, our consumers. By joining forces, we will be more successful in tackling plastic pollution at its source.

That's why we choose to focus on 3 pillars:

REDUCE

our global use of materials and improve products' lifespan by promoting multiple usage of a single packaging to our consumers, using eco-refills or refill-stations, for example.

RECYCLE

every material that we use, either by giving it a second life or making sure that its waste can become a resource. To do this, we first make sure that our packs are themselves recycled and recyclable thanks to visionary partners such as TerraCycle® and LOOP Industries.

REACT

by supporting the most innovative partners, such as Plastic Odyssey, and multi-brands' initiatives that encourage the responsible and sustainable use of plastic like SPICE (the Sustainable Packaging Initiative for CosmEtics), involving both our staff and our consumers with us.

WHAT'S AT STAKE

There will be more plastic than fish in the ocean by 2050.

Source: Ellen MacArthur Foundation

OUR ACTIONS

THE AIM:

3 x 100% by 2025!

100% of our bottles will be made from 100% recycled plastic, and 100% of our owned boutiques will offer a recycling service.

REDUCE & RECYCLE.

We aim to reduce the quantity of material used and increase our packagings' lifespan while making sure that they are recycled and recyclable as much as possible.

REACT.

Take action all together!

BEYOND OUR ACTIVITY

WHAT'S AT STAKE

Plastic pollution has invaded our lands and seas, found its way into food chains, and led to the death of millions of marine animals.

Over the last ten years, humans have produced more plastic than during the previous century.

Up to 12.7 million tons of plastic enter the oceans every year, and it takes this plastic up to 1,000 years to degrade! Moreover, it never breaks down completely; it simply disintegrates into microscopic plastic particles. Approximately 50% of the plastic used is single-use plastic – used once then thrown away. Only 9% of the world's plastic is recycled. 12% is burned and the remaining 79% ends up in either landfill or in our precious environment.*



THE NEW PLASTICS ECONOMY

L'OCCITANE has signed the **Ellen MacArthur Foundation New Plastics Economy Global Commitment**.

It brings together 350 businesses and organizations from around the world with whom we share a common vision of keeping plastics in the economy and out of the ocean. Details of how we are handling plastic pollution have been set out together, for the first time, in a new report published by the Ellen MacArthur Foundation this spring. Every year, L'OCCITANE will be challenged by the Global Commitment on our efforts to fulfil our targets, encouraging transparency and inspiring us to go even further.



* Source: "Pour une nouvelle économie des plastiques" - Ellen MacArthur Foundation - 2017

— REDUCE —

OUR PLAN OF ACTION

- The elimination or replacement of single use and unnecessary plastics: firstly, we have never used plastic bags in our stores, and have a policy of not using plastic cups, straws or cotton buds (Q-tips). Secondly, we're continuing our elimination process. For example, our use of cellophanes is first being replaced with a greener solution and will be completely removed by 2022, and the spatulas provided with the Divine packs are gone as of 2020.
- We're continuously working on reducing our packs' thickness with eco-design, no frills or excess! For example: we replaced the plastic interior of our advent calendars with cardboard, saving us 22.5 tons of plastic for Christmas 2020, compared to Christmas 2019.
- We favor refills, to increase the life of each pack. We already offer a wide range of eco-refills for some of our best-selling products, and we intend to introduce even more, while also making the eco-refill packaging itself more easily recyclable. We're also experimenting with 3 shops in Spain and in Germany offering shampoo and shower gel fountains, and we're planning on opening many more.

A CLOSER LOOK AT OUR ECOREFILLS

When we introduced our eco-refills in 2008, our aim was to offer 25 eco-refills by 2022, but we'll reach that goal as early as September 2020! At first, these eco-friendly solutions were available for a few liquid soaps, but over the years we've added to the range and now also offer them for shampoos, conditioners, shower gels and oils, hand washes and our Lavender Foaming Bath.

These guys use overall 85% less plastic than a regular bottle (some up to 90%)*, so we're saving roughly 200 tons of plastic every single year.

*On the basis of our 2020 numbers.



MORE ON REPLACING CELLOPHANE

We continue to replace our current cellophane with natureflex cellophane (cellulose base). It is compostable in garden compost (and not only in industrial compost, because these must meet specific conditions of temperature and humidity and there is currently no collection system for these materials). As of 2020, 60% of our references have been replaced, the objective is to eliminate all cellophane by 2022.

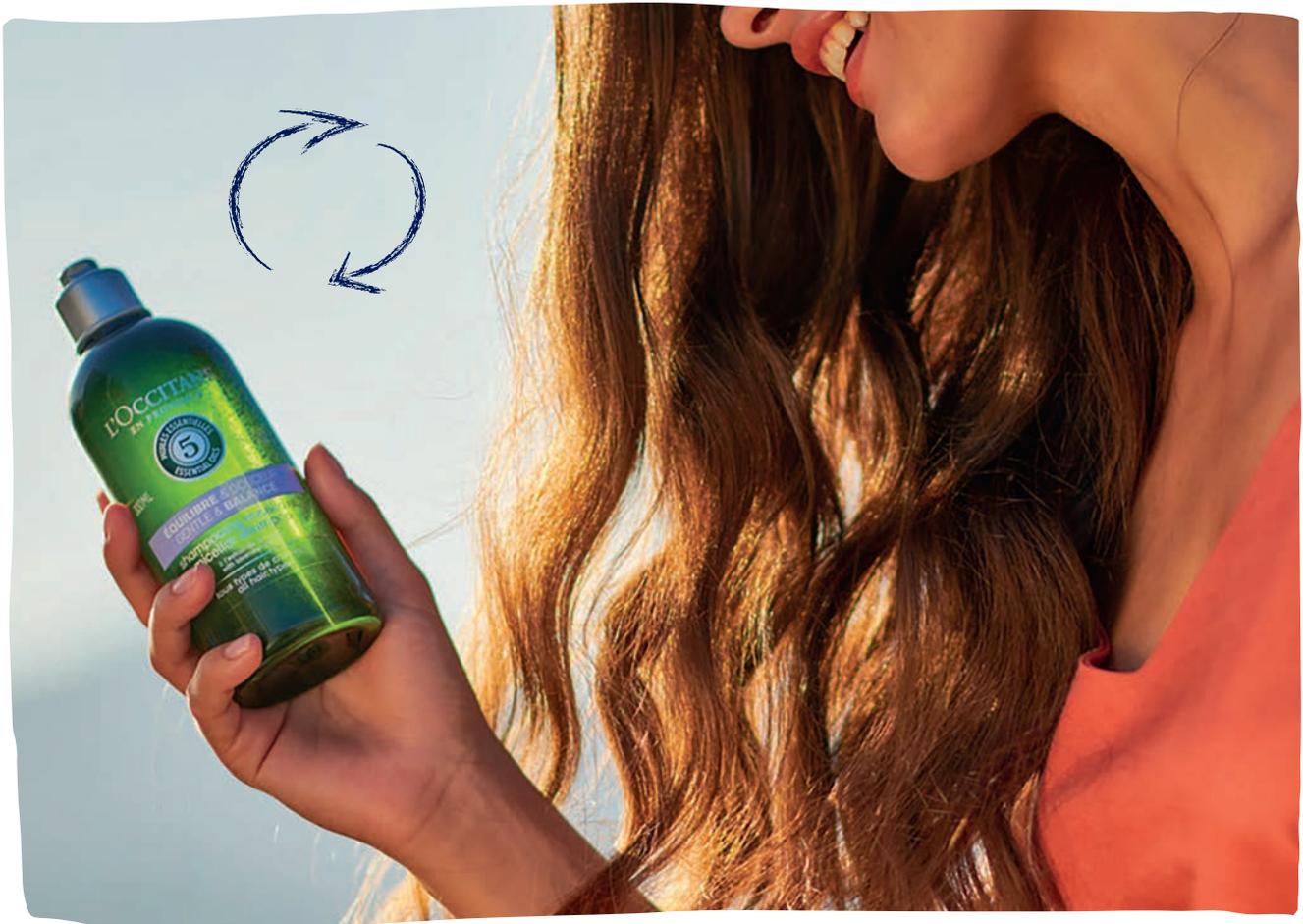
— RECYCLE —

OUR PLAN OF ACTION

Our goal is to achieve 100% recycled plastic for our bottles and 100% recyclable plastic for all our packaging, by 2025.

For now, and since March 2020, our bottles consist of 32% recycled plastic and 92% of the materials are recyclable. By 2021/2022 we'll be integrating Loop Industries' PET plastic to reach our 2025 goal.

We also want to educate customers about the importance of recycling and grow our offers of recycling service in our boutiques, for products that are not accepted by public facilities, thanks to partnerships with TerraCycle(R) and iCycle to name a few. Hopefully, encouraging our customers to recycle with us.



OUR 100% RECYCLED PLASTIC BOTTLES

Our Aromachologie hair care bottles have been made with 100% recycled PET for the past 10 years! And all our 300ml and 500ml liquid soap bottles are made from 100% recycled plastic too. We have 68 references of 100% recycled plastic products in total, look for them in our Aromachologie and liquid soap ranges, among others.

IN STORE RECYCLING

As early as 2014, the brand launched a partnership with TerraCycle®, a company specializing in recycling 'hard-to-recycle waste'. This partnership encourages consumers to recycle empty beauty and skin care packaging, preventing them from ending up in landfill or being incinerated. TerraCycle®, and all our other recycling partners, such as iCycle, adapt their conditions to local regulations, and recycle what is not supported by public facilities (which can widely vary from country to country). In some countries, like the UK, Ireland, US and Canada, our boutiques also accept packs from other brands. Over 46% of L'OCCITANE boutiques worldwide currently offer in-store recycling, the goal is to expand that to 100% by 2025.



WE'VE ALREADY COLLECTED MORE THAN
1,2 MILLION ITEMS WITH OUR IN-STORE
RECYCLING PARTNERS BY 2019.

“ L'OCCITANE en Provence was the first beauty brand to join forces with TerraCycle® in Europe to recycle its 'hard-to-recycle' beauty and skin care waste. We are proud to partner with this committed brand to give a second life to these packaging. ”

Laure Cucuron, General Manager TerraCycle® Europe



HAND IN HAND WITH OUR CONSUMERS

L'OCCITANE may be a small player in the grand scheme of things, yet we strive to make a difference. We work hard to increase the awareness of our commitments - which include our dedication to fighting plastic pollution – and focus our consumers on these issues. We've decided to produce our eco-refills and promote recycling to encourage them to reduce their own use of plastic and make recycling second nature. We also guide them towards rethinking the use of their waste, by giving them ideas to transform it, via tutorial videos for example.

LOOP INDUSTRIES

In December 2018, we announced at L'OCCITANE that we were signing a multi-year supply agreement with Loop Industries, with the aim of transitioning to 100% sustainable PET plastic. Our new partner uses truly transformational technology that allows no-value and low-value plastics to be diverted, recovered and recycled endlessly into new, virgin-quality Loop™ PET plastic.

Thanks to this innovation, plastic bottles and packaging of any color, transparency or condition – along with polyester textiles and ocean plastics that may have been degraded by sun and salt – can be transformed into plastic that meets FDA requirements for use in food-grade packaging. Loop Industries' groundbreaking technology decouples plastic from fossil fuels by depolymerizing waste polyester plastic to its base building blocks (monomers).

The monomers are then repolymerized to create virgin-quality polyester plastic. With this strategic collaboration with Loop Industries, we'll achieve our goal of using 100% recycled plastic for all our bottles sooner than the expected 2025 goal. This transforms our approach to plastic and represents a significant shift in our commitment to a circular economy.

— REACT —

OUR PLAN OF ACTION

We partner with the most innovative companies and organizations to fight this pollution, getting ourselves involved in cutting edge, committed projects like the Plastic Odyssey expedition and SPICE. We also participate in spreading awareness, among our own teams, with our PES - employee engagement plan - for example, and our consumers, through our communications.



Employees can also dedicate their PES day to waste collection, a day organized locally by our subsidiaries.

SPICE

We have joined SPICE - the Sustainable Packaging Initiative for CosmEtics. An initiative that brings together organizations in the cosmetics industry to work towards a common goal: to collectively shape the future of sustainable packaging.



THE PLASTIC ODYSSEY EXPEDITION

A boat powered by plastic waste, impossible you say? And yet...

Not only does it have a recycling laboratory on board, it also provides lowtech and open source technologies to stimulate recycling in the most polluted coasts of Africa, Asia and Latin America, transforming waste into a resource for all. We're very proud to be their priority partner. After almost 2 years of preparation, they'll be ready to set sail on their 3-year journey in January 2021.

“ 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, Global Brand Director



04

EMPOWERING WOMEN

A story of emancipation



*LET'S GIVE WOMEN OUR SUPPORT SO THEY CAN GROW
THEIR BUSINESS AND PURSUE THEIR DREAMS.*

OUR COMMITMENT

At L'OCCITANE, we have long admired the women of Burkina Faso, whose skill in making shea butter, the “women gold”, has been passed down from one generation to the next. We began to source hand-made shea butter from women's cooperatives in Burkina Faso 40 years ago. From a dozen women working with us at the beginning, we can now count over 10 000 partners using easier, mechanized equipment.

Over the years, we have built with them a long term and fair partnership, thanks to the work of our Biodiversity & Sustainable Ingredients Department and, since 2006, our Foundation, to promote more globally women emancipation and leadership in the country.

OUR PLAN OF ACTION

Leadership is a key value for L'OCCITANE and it's something we want to share with the women of Burkina Faso. We want to continue building a fair partnership with them, thanks to our fair-trade* sourcing and the RESIST program ensuring their access to the shea trees, their trainings and activity diversification.

And we will continue to work tirelessly, with our Foundation and its partners, to support women empowerment through Entrepreneurship, Microcredits, Education for girls and Women Literacy programs.

We have today almost reached our 2020 objective of supporting 33000 women and we will set, for 2025, a new more ambitious objective. Thanks to the local presence of our African Philanthropic project manager, we will make sure that we'll look into to the real needs of Burkinabé women.

* FairTrade certified according to the Fair for Life standard, available at fairforlife.org.

WHAT'S AT STAKE

Burkina Faso is one of the poorest countries in the world where more than 3.7 million women live in a state of poverty.*

OUR ACTIONS

THE AIM:

To support over 33,000 women in Burkina Faso in their socioeconomic development by the end of 2020.

BEYOND OUR ACTIVITY



TRADE FAIRLY TOGETHER.

Continue to build our fair trade partnership with our women shea butter producers, thanks to our sustainable sourcing and the RESIST program.

REINFORCE WOMEN'S LEADERSHIP.

Work with our Foundation and partners to further promote women leadership.

** Source: INSD (the National Statistics and Demography Institute of Burkina Faso). Figures from 2014.

MORE ABOUT BURKINA FASO

Burkina Faso, a landlocked country in western Africa, ranks 183 out of 189 countries and territories in the UNDP's Human Development Index (HDI). It is one of the poorest countries in the world. Women – who are the pillars of society – represent 52% of the total population and play a key role in the country's economic and social development.



OUR SHEA BUTTER SOURCING

The production of shea butter, also known as “women's gold” (because only women are allowed to harvest the nuts and make the butter), provides a source of income for many women in Burkina Faso. Since the 1980s, L'OCCITANE has been purchasing shea butter from Burkina Faso and working with women shea butter producers, with a focus on support and joint development.

Since 2009, our shea butter supply chain has been 100% fair-trade* certified, ensuring a fair-price and shared value for the women.

And, with the **RESIST program**, launched in 2018, we help secure women's economic emancipation by giving them training to learn how to preserve shea, securing their access to shea parks and making sure they can diversify their activities. Not only does it help the women's unions in finding new customers for their shea butter; it also encourages them to develop new productions, such as bissap (also known as roselle), a drink made from hibiscus flowers. A cooperative of two women's unions (more than 1000 women) producing, harvesting and selling hibiscus calyces is currently being set up.

* Fair-trade certification according to the Fair for Life standard, available at fairforlife.org

THE L'OCCITANE FOUNDATION

One of the Foundation's three fields of action is to commit for Burkinabé women's leadership, through long-term partnerships with many NGOs and Organizations such as Entrepreneurs du Monde (microcredits) or UNICEF (education for girls) ; and solid actions, such as the L'OCCITANE pour Elles program (entrepreneurship), thanks to a partnership with La Fabrique and Initiatives France.

ENTREPRENEURSHIP

In 2010, the female TEA rate (Total Entrepreneurial Activity) in Burkina Faso was barely 18%. This can be partly explained by lower levels of literacy and qualifications, as well as difficulties in obtaining funding. It's a statistic that drove the L'OCCITANE Foundation to increase its commitment to women entrepreneurs in the country.

L'OCCITANE pour Elles

In 2016 the L'OCCITANE Foundation launched the L'OpE program to boost the growth of companies run by women. The winners, selected by means of a competition, receive personalized support (technical, legal and fiscal, support regarding project visibility, fundraising, staff development, access to suitable workspaces etc.) for a period of 6 to 24 months depending on their needs.



In total since 2016, and thanks to the contribution of actors such as the social incubator **La Fabrique** and the network of financiers **Initiative France**, 17 companies managed by women were supported by the program, which contributed more globally to the socioeconomic development of more than 1,400 women.

MICROCREDITS

One of the keys to the sustainable socio-economic development of the poorest communities is building women's skills to help them become self-sufficient. Women living in impoverished areas rarely have access to capital that would help them develop their activities and even fewer have access to trainings that could help them manage those capitals. That's why microcredits and trainings are so important, as they provide a financial boost and social recognition, making it possible to develop an income-generating business.

The L'OCCITANE Foundation began working with **Entrepreneurs du Monde** in 2009. This French NGO, founded in 1998, operates in developing countries. It helps thousands of men and women who are living hand to mouth to improve their living conditions, and it does this by supporting their economic initiatives and improving their access to energy as well as trainings. By working with EDM, the L'OCCITANE Foundation is also able to help women working in the shea butter industry to generate an additional income through microcredits.



“ My work brings in enough money to allow me to be financially autonomous and support my family.
My projects: finding a permanent outlet from where to sell my cakes,
buying the abandoned plots of land next to mine to grow onions,
and carrying on supporting my children's studies.
I want to be able to give them the things I never had. ”

Assetou, a beneficiary

EDUCATION FOR GIRLS

The Foundation supports **UNICEF** in its support for young girls education in Burkina Faso. This project covers the fees that go hand-in-hand with schooling (fees, supplies, food, bikes, accommodation etc.), and also focuses on raising awareness in girls and communities. Thanks to these initiatives, in 2019 the rate of progression into secondary education among girls receiving support is well above the average rate in the region: 84% compared to 71%.



LITERACY FOR WOMEN

According to UNESCO*, the adult literacy rate in Burkina Faso is 34.6%. The vast majority of the country cannot read or write. As for women, only 26.2% are literate, or one woman in four, this is in spite of the fact that literacy is vital to the emancipation of women.

Literacy for rural women in Burkina Faso has been supported by the L'OCCITANE Foundation in collaboration with **Aide et Action International** for 10 years. These years of collaboration have made it possible to build, equip and operate more than 30 literacy centers. More than 2000 women are now able to read, write and, above all, keep up with the development of their income-generating activities thanks to this project.

The Foundation has also supported the development of collective income-generating activities which aim is to allow literacy centers to operate independently in the long term.

SOCIAL AND ECONOMIC IMPACT OF OUR ACTIONS

L'OCCITANE is a member of the United Nations Development Program Business Call to Action (BCtA) initiative. As such, it took part in 2017 in a study to evaluate the impacts of its actions on the women who produce shea butter in Burkina Faso. The conclusions showed that:

40%

of the 1,890 women surveyed had access to a microcredit system

84%

were able to make a financial contribution to their household as a result of the increase in their incomes

43%

benefited from literacy programs

75%

had enrolled their children (under the age of 14) in schools

In 2019, L'OCCITANE was invited to attend the BCtA Forum about Inclusive Business (taking place on the sidelines of the United Nations General Assembly in New York City) to present its holistic approach to development in favor of the women shea butter producers of Burkina Faso, and its promotion of local biodiversity.

A SOLIDARITY PRODUCT FOR WOMEN

Every year since 2011 L'OCCITANE commercializes a solidarity product. All of the profits** from the sale of this product go to NGO projects promoting the socio-economic development of women in Burkina Faso.



2019 & 2020 Solidarity balms

* <https://fr.unesco.org/countries/burkina-faso>

** Sales price in store minus taxes, transport and production costs.



05

CARING FOR SIGHT

A story of vision



LET'S BUILD A WORLD
EVERYONE CAN SEE.

OUR COMMITMENT

285 million* people in the world suffer from visual impairment and we know that in 80%* of cases, blindness is preventable, if it is diagnosed and treated in time. At L'OCCITANE, senses are an incredibly important cause, as we want to live in a world where everyone can see the wonders of nature. L'OCCITANE's commitment to sight goes back to its earliest days. In 1997, it began using Braille labels on its products when possible, and continues to do so today. Every year, since 2000, L'OCCITANE has sold a new solidarity product to raise funds when possible for partners and help to fight avoidable blindness around the world. And in 2006, the L'OCCITANE Foundation was born, with Caring for sight as priory field of action.

OUR PLAN OF ACTION

The "Caring for sight" program unites all of the L'OCCITANE's Foundation, subsidiaries and distributors' projects fighting against avoidable blindness, with international or local partners, all around the world.

Thanks to the wonderful commitment of our teams and consumers, we have reached this year our 10by20 goal : 10 million beneficiaries of eye care by 2020. Today, we set ourselves a new objective : 15by25, 15 million beneficiaries of eye care by 2025 !

WHAT'S AT STAKE

The number of visually impaired and blind people will have tripled by 2050.**

OUR ACTIONS

THE AIM:

To have 15 million beneficiaries gain access to eye care by 2025.

BEYOND OUR ACTIVITY

MAKING A DIFFERENCE TOGETHER.

We work hand in hand with multiple partners, such as UNICEF, Helen Keller International, Brien Holden Vision Institute, ORBIS, Light for the World, Sight Savers and many local NGOs and associations to reinforce our actions.

RAISING FUNDS FOR EYE CARE.

Finance, via our Foundation, our subsidiaries and distributors, and thanks to the selling of solidarity products, the actions of our partners for fighting avoidable blindness. Contribute to offer good-quality eye care around the world and to raise awareness on the topic.

* Data provided by the World Health Organization 2014-2019 Global action plan https://www.who.int/blindness/AP2014_19_English.pdf

** According to the Vision Loss Expert Group (VLEG) studies, published on the Lancet Global Health [https://www.thelancet.com/journals/langlo/article/PIIS2214-109X\(17\)30293-0/fulltext](https://www.thelancet.com/journals/langlo/article/PIIS2214-109X(17)30293-0/fulltext)

THE L'OCCITANE FOUNDATION

The Foundation participates to the selection and co-finances projects with local impact, led by L'OCCITANE subsidiaries and distributors, and manages directly local partnerships in Burkina Faso and the international partnership with UNICEF.

It is financed by L'OCCITANE and has an average annual budget of one million euros. It receives additional financing through the sale of fundraising products, and is also supported by the budgets of L'OCCITANE subsidiaries around the world.

OUR MAIN PARTNERS

Our Foundation, subsidiaries and distributors work with NGOs around the world that supports eye screening, treatment and surgery projects, along with equipment funding and local medical teams trainings.

UNICEF*

From 2017 to 2019, L'OCCITANE committed to donating €1 million minimum per year to UNICEF to supply children in need with vitamin A, as its deficiency represents one of the leading causes of infantile blindness. At the end of these three years, more than four million children from Myanmar, Bolivia, Papua New Guinea and Niger received treatments, which is a lot more than expected (1.7 million). Now we are taking this partnership even further : we just extended it for three more years, hoping to improve the prevention of childhood blindness of more than 3 million more children around the world by the end of 2022 (7 million children in total since 2017).



© UNICEF/UNI44415/Pirozzi



ORBIS

The L'OCCITANE Foundation has been partnering with ORBIS NGO since 2006. Among the various projects supported, the L'OCCITANE Foundation helped finance the ORBIS airplane, with its onboard surgical laser operating room, aiming at providing eye care and trainings in areas less covered by eye care systems. Nearly 3 million people around the world benefited of eye care thanks to this partnerships, since 2006, mostly in China, Ethiopia and Bangladesh.

* UNICEF does not endorse any company, brand, product or service.

ORGANIZATIONS IN BURKINA FASO

The L'OCCITANE Foundation supports the work of Light for the World, Hellen Keller International, ASMAE (Association Soeur Emmanuelle) and Sightsavers, four organizations working hard to fight avoidable blindness in Burkina Faso. Thanks to our partnership with Light for the World, we support better access to quality eye care, health care workers are gaining and strengthening their skills and we increase health centers' capacity by purchasing adequate equipment. The collaboration with Hellen Keller International and ASMAE offers blindness prevention care to children in the regions of the Central Plateau and the center of the country. And with Sightsavers, we have helped to eliminate two blinding diseases in the Cascades region.



SUPPORT FROM SUBSIDIARIES

Every year, all of the L'OCCITANE subsidiaries and distributors worldwide are invited to support a project for sight, co-funded by the Foundation. Around 25 subsidiaries and distributors are involved every year and work with local partners such as ORBIS in China, Hellen Keller International in the United States and in France or Sightsavers in Ireland. Some of them contribute to the Foundation's international partnership with UNICEF*.

RAISING FUNDS & AWARENESS



SOLIDARITY PRODUCTS

Every year, since 2000, L'OCCITANE creates and produces a new fund-raising product dedicated to saving sight. The profits of these products are donated to our partners around the world to fight avoidable blindness. Since 2018, our fund-raising products were dedicated to raising funds specifically for our partnership with UNICEF*.

RACING FOR SIGHT

Every year since 2016, L'OCCITANE Group employees are invited to run, walk or cycle in our internal Race for Vision – a connected race dedicated to raising funds to fight visual impairment.

And every year we see the numbers of participating countries, employees and kilometers covered increase drastically. In 2019, 43 countries took part, and the Foundation has gone on to release funds of €300,000 to support subsidiaries' local projects fighting avoidable blindness.



* UNICEF does not endorse any company, brand, product or service.



06

CELEBRATING CRAFTSMANSHIP

A story of talent



LET'S CELEBRATE OUR ARTISANS' PASSION
AND INHERITED "SAVOIR-FAIRE".

OUR COMMITMENT *STAY TRUE*

At L'OCCITANE, "craftsmanship is a way of thinking, doing, transforming and creating art with an authentic "savoir-faire", that delivers beauty and useful objects."

We are passionate about craftsmanship in all its forms. Our artisans embody a special set of skill, often cultural and traditional, only achieved with time and passion, a threatened heritage we work hard to preserve and even innovate with.

OUR PLAN OF ACTION

We want to encourage creativity and craftsmanship by promoting magnificent "savoir-faire" and, generally, heritage. We do this by developing unique partnerships with artisans, and with them, create objects or designs that we relate to. We've already contributed to preserving 12 techniques, between 2018 and 2019, thanks to partnerships with many craftsmen in fields such as: porcelain, ceramics, jewelry, embroidery, woodwork, wickerwork, millinery, design and the artisan "savoir-faire" of the master soap makers of Provence. And this is only the beginning...

WHAT'S AT STAKE

Artisan traditional skills are slowly disappearing, and with them the beauty and history of our objects.

OUR ACTIONS

THE AIM:

Support 20 artisan "savoir-faire" and showcase them in our stores and communications by 2025.

BEYOND OUR ACTIVITY

CREATE TOGETHER.

Working with artisans through joint creation and limited edition products sold in our boutiques around the world, with the aim to promote our craftsmen and their unique skills.

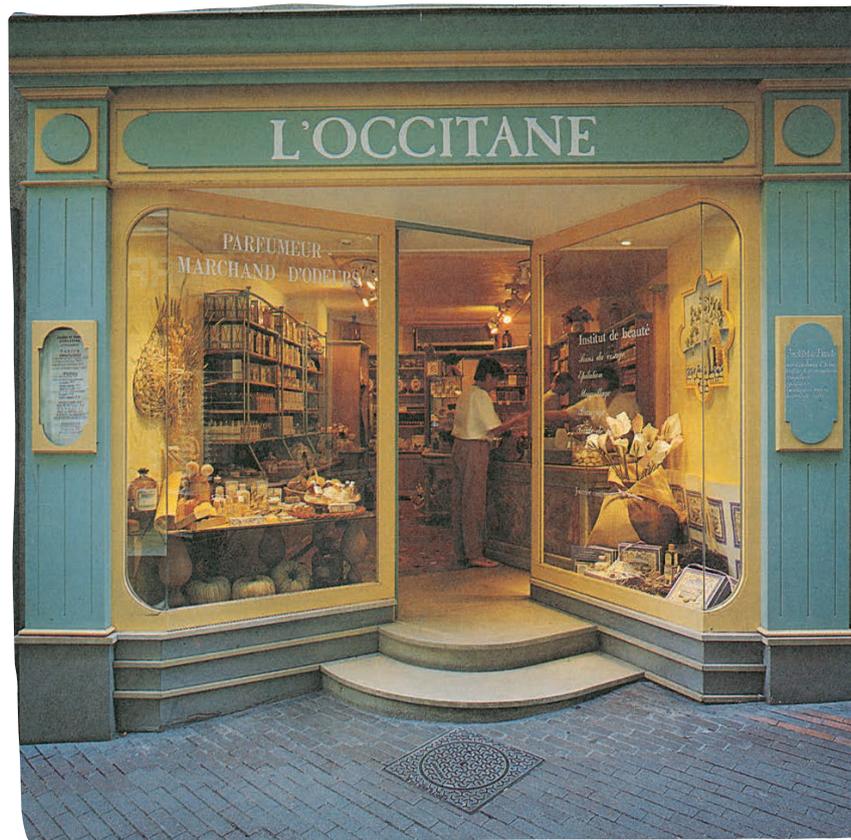
EXHIBIT TOGETHER. ↙

We support French traditional skill-sets by promoting artwork and creatives pieces in our boutiques, as decorations for example, and place them in our communications. Our boutiques showcase our commitment to these unique objects or designs, and their history.

CRAFTSMANSHIP: THE ESSENCE OF OUR BRAND

Showcasing know-how and skills is nothing new at L'OCCITANE:

From the very beginning, our boutiques were dressed with handcrafted wooden furniture and floor tiles made by craftsmen from Provence. Ceramic pots, glass bells, originally used to preserve medicinal plants, and stamps used to print Arlesian fabrics, were used as decoration.



Picture: Stéphane d'Houwt

Every year, for about 25 years, L'OCCITANE created limited editions of sculpted soaps for the holidays, based on original works by visual artists. To create these long-awaited "Savons-Vœux", we used the traditional "savoir-faire" of the master soap makers of Provence.

From our iconic "marchand d'odeurs", traditionally illustrating our Christmas gift boxes for 30 years, to our recent collaborations with talented illustrators: Frederique Vernillet, Marie Doazan, Jeremy Schneider, Emilie de Castro, or the artist Differantly, drawing and watercolor have also been connected with our brand from the start.

Recently, we've been giving much thought to how we can work with craftsmen and women from France so that people coming into a L'OCCITANE boutique can appreciate the beauty of their work. In doing so, we hope to raise awareness on the importance of craftsmanship and help keep it alive. These objects also contribute to the soul and atmosphere of our boutiques. Thanks to them, we can bring a little bit of Provence and France to the rest of the world.

CURRENT AND FUTURE ACTIONS

We're currently working on selection criteria to guide our choice of artisans. Unsurprisingly, L'OCCITANE wants to work with craftsmen and women who always put the environment first. They should take an ethical approach, show respect for others and work with high – quality, natural materials – none of animal origin. And it goes without saying that they must be passionate about their craft!

When selected, we either design joint creations or use their original work, and make these available to our customers, for sale or in decoration in our boutiques. A few examples of partnerships we've already had:



Maison Bernardaud tealight holder

FOR SALE

Tealight holders of fine Limoges porcelain, made by the artisans of Maison Bernardaud. Illustrations of typical Provençal flowers and plants were made for our home collection. The mold of the product is handcrafted and every piece is manually retouched after production.

ON DISPLAY

Baskets hand-woven by "L'Oseraie du possible", a collective of basket makers. Our order of 400 baskets represents a huge order for them. 12 basket makers gathered for 15 days to weave our order, which turned into a great moment of sharing between the old and the new generations of the profession.

You'll also be able to see 100% handmade displayers and containers by Barbotine, a quintessentially Provençal pottery workshop in Aubagne.



Hand-woven baskets by "L'Oseraie du possible"



A STORY OF
FAIRNESS, RESPECT
FOR THE PLANET,
GENEROSITY,
EMANCIPATION,
VISION & TALENT

*Beauty with respect
for people & nature*

L'OCCITANE
EN PROVENCE