

GOAL ACHIEVED!



**10 million beneficiaries
of eyecare by 2020**





L'OCCITANE EN PROVENCE AND ITS FOUNDATION HAVE LONG BEEN DEDICATED TO FIGHTING PREVENTABLE BLINDNESS.

As we mark World Sight Day on October 8th, 2020, we celebrate the achievement of our goal: providing access to eye care for 10 million beneficiaries!

L'OCCITANE en Provence is a natural beauty brand whose products stir and delight the senses. **Since 1997, it has been committed to sight**, using Braille labelling on the packaging of many of its products. Working with its Foundation, L'OCCITANE set itself **the objective of funding eye care for 10 million people by the end of 2020**. On the occasion of World Sight Day, on October 8th, it will celebrate the achievement of this goal. This date will also mark **the start of a new challenge: to provide eye care for 15 million beneficiaries around the world by 2025!**





L'OCCITANE EN PROVENCE: A BRAND AND A FOUNDATION COMMITTED TO MAKING A DIFFERENCE

THE BRAND'S SIX COMMITMENTS ARE:



THE L'OCCITANE FOUNDATION

Since the creation of the L'OCCITANE Foundation in 2006, caring for sight has become a very important focus area, with a commitment to fighting blindness throughout the world.

Every year, the Foundation selects and supports about **fifty projects** dedicated to **caring for sight**, **empowering women**, and **respecting biodiversity**. These projects have a local or international impact, and are undertaken in partnership with NGOs.

The Foundation is financed by L'OCCITANE and has an average annual budget of one million euros. It receives additional financing through the sale of fundraising products¹, and is also supported by the budgets of L'OCCITANE subsidiaries around the world, who get involved in local projects.

¹ Retail price in stores minus taxes, transport and production costs





FIGHTING PREVENTABLE BLINDNESS: A CAUSE THAT MATTERS A LOT TO L'OCCITANE...

At L'OCCITANE, **we create "sensorial" products** that enchant the senses – and there's one sense that is particularly important to us: sight. We want to live in a world that everyone can see, so they can marvel at the beauty of nature.

Since 1997, we've included Braille on much of our packaging. Since 2000, we've been selling fundraising products. Through our support for local and international NGOs such as UNICEF*, we've worked to prevent avoidable blindness by providing eye care for a significant number of people across the world.

Almost 285 million people in the world are blind or visually impaired, and yet **up to 80% of all cases of visual impairment are preventable or curable.**** If nothing is done, the number of visually impaired people will triple by 2050.

The good news is that it is possible to fight preventable blindness. L'OCCITANE and its Foundation are joining this fight by **funding eye-screening programmes, treatments and eye surgery, as well as equipment and training for medical teams.**

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

**WHO Universal eye health –
A global action plan 2014-2019



L'OCCITANE subsidiaries also play a **crucial role**. Every year, they get involved by supporting over twenty different projects, in partnership with charities and organisations in their own countries. These projects are co-financed by the subsidiaries and the L'OCCITANE Foundation.



It's also been very important to **get customers involved in fundraising actions**. That's why, every year, since 2000, L'OCCITANE en Provence has sold a fundraising product. 100% of profits¹ from the sale of these products go to fighting avoidable blindness. In 2019-2020, over 620,000 euros were raised through sales of the Solidarity Soaps.

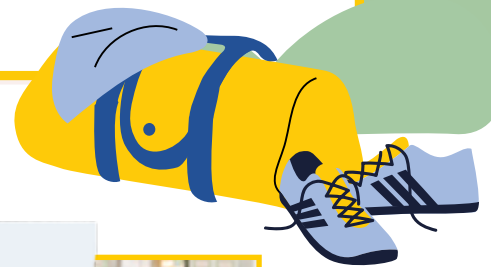
¹ Retail price in stores minus taxes, transport and production costs





... AND A CAUSE ALL OUR EMPLOYEES SUPPORT THROUGH THE "RACE FOR VISION"

Created in 2016, this "race" is open to all 10,000 L'OCCITANE employees throughout the world. An app tracks the number of kilometres that they walk, run or cycle, then all these kilometres are added up so that funds can be donated by the L'OCCITANE Foundation to help fight avoidable blindness. Each year, more and more employees have enthusiastically signed up for this connected race. In 2019, the overall distance covered was 743,736 km, raising 300,000 euros. For its fifth year, this race will take place between September 14th and October 4th, 2020. Once a distance of 500,000 km has been covered, another 300,000 euros will be donated. This will also kick-start the fundraising for a **NEW GOAL:**
providing eye care for 15 million beneficiaries by 2025!



"Building solidarity and helping others are among the cornerstones of L'OCCITANE, and the Foundation is particularly important to me. I am delighted and proud to be involved in a company that has strong values, and to make these values my own."

*Reinold Geiger,
President of the L'OCCITANE
Foundation and CEO of
L'OCCITANE en Provence.*



L'OCCITANE: COMMITTED TO SIGHT SINCE 1997



October 8th, 2020: **World Sight Day and celebration of achieving the goal of 10 million eye care beneficiaries!**

Launch of a new goal: 15 million eye care beneficiaries by 2025 - CARING FOR SIGHT 15by25!

THE L'OCCITANE EMPLOYEES' RACE FOR VISION



2016

5,000 employees took part
96,000 km covered
32,000 people able to benefit from treatments

2017

4,000 employees took part
450,000 km covered
150,000 children treated

2018

4,260 employees took part
780,000 km covered
300,000 euros in funding to co-finance related projects

2019

5,629 employees took part
743,736 km covered
300,000 euros in funding to co-finance related projects

2020

The goal is to cover at least
500,000 km, to raise
300,000 euros



Fighting Preventable Blindness

L'OCCITANE FOUNDATION

fondation.loccitane.com



@loccitane



@L'OCCITANE en Provence



#LOccitane

L'OCCITANE PRESS CONTACT

Mme Lorem • mme.lorem@agence-rp.com

M. Ipsum • mr.ipsum@agence-rp.com

Press Relations Company

xx lorem ipsum street – xxxxx ipsum city

Phone +33 (0)1 xx xx xx xx

L'OCCITANE
EN PROVENCE