

L'OCCITANE continues the global fight against plastic pollution in collaboration with the Ellen MacArthur Foundation

GENEVA, 5 November 2020 - Together with the UN Environment Programme (UNEP), the Ellen MacArthur Foundation has published their second annual report 'New Plastics Economy Global Commitment Progress 2020'. This initiative brings together more than 500 signatories – companies, governments, NGOs, universities and other organizations – around various goals for 2025 in line with a shared vision of creating a circular economy for plastic.

As one of the signatories, L'OCCITANE en Provence takes a major step towards becoming more successful at tackling plastic pollution at its source. By offering transparency and with a clear baseline for measuring progress, the 'New Plastics Economy Global Commitment Progress 2020' shows that there has been significant headway made by signatories in two key areas: increasing recycled content in plastic bottles and the phase-out of problematic packaging.

Sander Defruyt, New Plastics Economy lead at the Ellen MacArthur Foundation, explains, '*This report shows encouraging progress towards the vision for a circular economy for plastic in some areas, particularly in the use of recycled plastic. But, going forward it will be crucial to also see major steps forward in rethinking what packaging is put on the market in the first place. We are calling on industry to rapidly increase efforts to reduce single-use packaging and eliminate packaging types that have no credible pathway to making recycling work in practice and at scale.*'

With sustainable thinking at the heart of L'OCCITANE en Provence, the brand is perfectly aligned with the New Plastics Economy Global Commitments, and in a bid to become more circular, L'OCCITANE is following its three R's, Reduce, Recycle, Reuse and has pledged that, by 2025, 100% of its bottles will be made out of 100% recycled plastic, and 100% of its company owned stores will offer a recycling service.

The report highlights L'OCCITANE en Provence's actions and initiatives in several key categories established by the Ellen MacArthur Foundation.

ELIMINATION

L'OCCITANE en Provence has begun to eliminate spatulas in its face creams and removed plastic windows from its travel retail kits, with plans to reduce use of multilayer materials, sachets, labels, stickers, pumps, and trigger sprays by 2025. It is also working on eliminating films on its retail products, including those around cardboard boxes and on multi-buy applications.

REUSABLE, RECYCLABLE OR COMPOSTABLE

- A small minority of signatories, notably L'OCCITANE en Provence, have signalled their ambition by setting quantitative targets to make reuse solutions available across a specific number of product lines or stores.
- During the course of 2020, L'OCCITANE en Provence has already been able to offer 25 eco-refills, more than one year in advance of its initial commitment, reducing its global plastic use by 200 tons per year, which corresponds to an overall annual reduction of 5.2%. The company has also already achieved its target to offer refill options in 100% of its stores.
- L'OCCITANE en Provence has identified and is testing solutions to enable the removal of multilayer materials used for its eco-refills and tubes, and is also working to improve the recyclability of packaging for its B2B products.

DECOUPLING FROM THE CONSUMPTION OF FINITE RESSOURCES

L'OCCITANE en Provence plans to reach 100% recycled PET in all its bottles by 2025. The company is also planning to increase PCR (Post-Consumer Recycled) content in its tubes and work on Polypropylene resin.

Each year, the *New Plastics Economy Global Commitment* will verify that L'OCCITANE en Provence and all the signatories are meeting their objectives and as a 3rd party controlling body, ensure that more ambitious targets are being set for the future. *'By joining forces, plastic can be kept more and more in the economy and out of the environment. A future where plastic never becomes waste or pollution will be a big step for the Planet. Together we must make it happen'* states the Ellen MacArthur Foundation.

'L'OCCITANE has an original and intrinsic link with the Living. Our societal and environmental commitment - in favour 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,' says Adrien Geiger, Group Sustainability Officer and Global Brand Director of L'OCCITANE en Provence.

Read more about the L'OCCITANE Group's global best practices and overall progress in environmental responsibility in the [2020 Environmental, Social and Governance Report](#).

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About L'OCCITANE en Provence

L'OCCITANE en Provence was founded in 1976, inspired by the wonders of nature. Produced in the South of France, beauty products are created with essential oils and natural fragrances and developed according to phytotherapy and aromatherapy principles. Guided by simple values such as authenticity, respect, generosity and entrepreneurship, the brand contributes to local communities' development and biodiversity protection. A true story lies behind each product ranges as the brand knows its 47 direct producers and the exact plots of land where signature ingredients are grown. The L'OCCITANE en Provence laboratory brings together tradition and innovation to develop natural, efficient, sensorial and sustainable cosmetics. The brand is presided over by Reinold Geiger and has a presence in 90 countries, with over 3,000 points of sale throughout the world.

About the Ellen MacArthur Foundation

The Ellen MacArthur Foundation works in education and training, business and government, insight and analysis, systemic initiatives and communications to accelerate the transition to a circular economy. The New Plastics Economy is an initiative to build momentum towards a plastics system that works. Applying the principles of the circular economy, it brings together key stakeholders to rethink and redesign the future of plastics, starting with packaging. The Global Commitment is led by the Ellen MacArthur Foundation, in collaboration with the UN Environment Program, and is signed by 500+ organizations around the world. At the heart of the Global Commitment is a vision of a circular economy for plastic in which it never becomes waste. It offers a root cause solution to plastic pollution with profound economic, environmental, and societal benefits.



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 more than 1,600 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.

