

## **ELEMIS: Noella Gabriel named Global President and Oriele Frank Chief Product & Sustainability Officer, Sean Harrington to remain CEO**

**GENEVA, 21 October 2020 – ELEMIS, an innovative and global British skincare brand with over 30 years of expertise, today announced the appointment of Noella Gabriel as Global President and Oriele Frank as Chief Product and Sustainability Officer. Sean Harrington will remain CEO. In addition, Harrington joins the Board of L'OCCITANE as Executive Director, ensuring long-term brand representation at the highest level. These changes will enable ELEMIS' continued acceleration in strategy, change, growth and sustainability vision.**

Sean Harrington, Co-Founder and CEO: 'The success of ELEMIS over the last 30 years has been directly driven by my fellow Co-Founders, who continue to inspire and go from strength to strength. So it is only fitting that they now carry the two most critical roles in defining the brand's journey to the future.'

As President of ELEMIS USA, Noella Gabriel ensured the business accelerated its growth and digital-first strategy across the USA. As the pandemic has evolved globally, Noella's drive, passion and leadership have been successfully leveraged across the business worldwide, securing unprecedented performance for ELEMIS in terms of both growth and profitability. In her new role, Noella will be overseeing the business's markets in the USA, UK and EMEA as well as contributing strategically and operationally to business performance across Asia-Pacific.

Noella Gabriel, Co-Founder and Global President: '2020 has been a rollercoaster of a year. We have had to pivot all our learnings from the last 30 years into transforming and future-proofing ELEMIS through a laser-sharp focus on achieving digital-first innovation through agility.'

The development and implementation of a CSR mandate that is aligned with the United Nations Sustainable Development Goals is a key element of ELEMIS' transformation. As Managing Director of the UK, Oriele Frank steered the UK business successfully through the transition from private equity owners L Catterton to L'OCCITANE, and was instrumental in navigating ELEMIS through the pandemic. In her new role, Oriele will be focusing on the three key areas of product, people and planet. She will lead on global product development, pioneering the roadmap for innovation in sustainable packaging, reducing carbon emissions across the company and reinvesting in the community.

Oriole Frank, Co-Founder and Chief Product and Sustainability Officer: 'Our vision is for ELEMIS to be the number-one British premium skincare brand in the world, but also the best British skincare brand for the world. As we grow, we are committed to driving a circular model of reinvestment in our products, our planet, our people and our philanthropic causes.'

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## About ELEMIS

*ELEMIS is an innovative and global British skincare brand with over 30 years of expertise and available in over 45 countries, we believe in 'truth in beauty'. ELEMIS was launched in 1989 and has headquarters in London, New York and Hong Kong. For more information please visit [ELEMIS.COM](http://ELEMIS.COM)*

## 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.*



L'OCCITANE  
EN PROVENCE

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L'OCCITANE  
AU BRÉSIL

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ELEMIS