

## L'OCCITANE to take centre stage at the IUCN Congress to contribute to a 'nature-positive' world

**GENEVA, 20 May 2021** – The L'OCCITANE Group, a leading manufacturer and retailer of beauty and well-being products rich in natural and organic ingredients and a pioneer in corporate sustainability, is pleased to announce that it will participate in the IUCN World Conservation Congress. Convened around the theme 'One Nature, One Future', the Congress will take place in Marseille, France, from 3 to 11 September 2021.

Held every four years, this major event held by the International Union for Conservation of Nature (IUCN) brings together decision-makers from government, civil society, indigenous groups, business and academia to discuss and develop solutions to the world's most pressing conservation and sustainability challenges.

Climate, biodiversity and human and economic well-being are closely linked, and their connection has been made all the more visible by the pandemic. L'OCCITANE has a clear visionary approach regarding biodiversity, which has been at the core of its products, business model and commitments to society and nature since it was born in Provence in 1976.

### Doing business in harmony with nature conservation

We live on a fragile planet with finite resources. Today, the world is at a turning point for tackling the climate crisis and halting the loss of biodiversity through mitigation and adaptation. As a group that takes inspiration from nature and relies on its resources and on communities' know-how for how best to work with those resources, the L'OCCITANE Group is committed to contributing to a nature-positive world through the following actions.

- *Delivering dramatic change to mitigate the climate crisis and anticipate its consequences.*
- *Protecting and restoring cultivated and natural biodiversity within and beyond our value chains.*
- *Empowering all people in our communities and forging lasting and fruitful business relationships with our partners – farmers, researchers, entrepreneurs and NGOs – from Provence to Burkina Faso and Brazil.*

### Nature is our shared wealth

It is in the spirit of collaboration and open innovation that L'OCCITANE will take part in the IUCN World Conservation Congress. L'OCCITANE aims to share and learn about actionable conservation solutions and build coalitions to help shape a global framework to address the various dimensions of biodiversity and positively impact its communities and broader society.

### L'OCCITANE at the IUCN Congress

L'OCCITANE will participate in the **Forum**, a global marketplace for conservation science that will include high-level dialogues and capacity-building sessions spanning all the Sustainable Development Goals.

It will also host a booth in the **Exhibition**, where L'OCCITANE en Provence will showcase its work and initiatives focused on sustainably manage biodiversity and mitigate the climate crisis to the public.

Congress participants will have the opportunity to learn more about L'OCCITANE's extensive efforts to sustain biodiversity in the south of France during field **Excursions** that will be made available to registered attendees.

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L'OCCITANE

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EN PROVENCE

### **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.*

### **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, our 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, we contribute to local communities' development and biodiversity protection. A true story lies behind each of our ranges as the brand personally knows its 80 direct producers and the exact plots of land where they grow their beautiful ingredients. Our laboratory brings together tradition and innovation to develop natural, efficient, sensorial and sustainable cosmetic products. From texture to fragrance, they all promise a delicious moment of well-being and pure delight for the senses. 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.*