

# L'OCCITANE

## EN PROVENCE

### L'OCCITANE EN PROVENCE AND LOOP INDUSTRIES PILOT PROJECT A NEW BOTTLE MADE FROM 100% RECYCLED PET USING GROUNDBREAKING TECHNOLOGY

- L'OCCITANE en Provence has carried out a successful trial of 100% post-consumer recycled PET using a revolutionary process from Loop Industries.
- A key step forward in the brand's long-standing commitment to sustainable packaging design. The goal for 2025: 100% of bottles made from 100% recycled PET.

Manosque, 28 September 2022 – L'OCCITANE en Provence has carried out a successful trial of 100% recycled PET using Loop Industries' innovative technology at their factory in Terrebonne, Quebec. The pilot project, which was trialled on a mini-series of 2,000 bottles of shower oil in the Almond range, is a significant milestone in the partnership between the two companies.

While the new bottles look identical to the standard ones, they have a lower environmental impact. Loop Industries' technology allows PET and low-value polyester fibres to be recycled into high-purity, virgin-quality, infinitely recyclable materials. Using the same process on other product lines will help L'OCCITANE en Provence to achieve one of its objectives: 100% of bottles will be made from 100% recycled PET by 2025.



By breaking down PET and polyester fibres through a process known as depolymerisation, Loop's approach goes beyond the limits of 'traditional' recycling. Plastic bottles and packaging in any condition, along with polyester floor coverings and textiles, can all be turned into a sustainable material which is itself infinitely recyclable.

*'L'OCCITANE en Provence understands the importance of sustainable packaging design. Over the last 13 years we have launched eco-refills, in-store collection, and recycling services and 100% recycled bottles, with more to come. We're proud of our association with Loop Industries, whose technology will allow us to meet our goal of using 100% sustainable PET plastic in all our bottles by 2025. Loop Industries' innovative technology is a game-changer. It can help us to play a part in addressing growing global concern over plastic pollution,'* says David Bayard, Packaging R&D Director at L'OCCITANE.

#### French operation to launch in 2023

Loop Industries, with its strategic partners SUEZ and SK Geo Centric, plans to commercialize its technology in Europe, thanks to the establishment of its Infinite Loop™ factory in France, which will allow it to supply European brands, such as L'OCCITANE, in Provence. Construction should start in 2023, giving L'OCCITANE access to 100% recycled PET resin, of local origin.

*"We are delighted to partner with L'OCCITANE en Provence and help the brand achieve its sustainability goals. The pilot project was a conclusive test, which not only validated our technology and demonstrated the infinite recyclability of our product, but also enabled L'OCCITANE to strengthen, alongside us, its efforts to promote the implementation of a circular plastic economy. We can only be delighted with the potential of our future Infinite Loop™ installation planned in France as a plastic waste recovery solution,"* said Daniel Solomita, founder and CEO of Loop.

#### How does it work?

Loop's ground-breaking technologies transform and recycle polyethylene terephthalate (PET) and polyester fibre waste into a virgin-quality PET resin which is suitable for use in food-grade packaging. The process begins by breaking down the materials into their base building blocks, called monomers – a process known as depolymerisation. These monomers are then filtered, purified and polymerised to form a 100% recycled material.

Unlike conventional recycling, Loop is able to recycle a wide variety of low-value plastic waste, regardless of colour, condition and degree of transparency. Its technology significantly increases the volume of waste that can be recycled, saving plastic waste from incineration, landfill or polluting the natural world. Loop is contributing towards a circular plastic economy, turning low-value waste into a virgin-quality material which can be infinitely recycled with no loss in quality.

### **A key milestone for L'OCCITANE**

This trial run of 2,000 bottles is by no means trivial: it represents the culmination of a landmark project and a significant milestone for L'OCCITANE, which has long been committed to limiting its environmental impact as far as possible. The brand continues to explore new avenues in its packaging in line with its three key pillars:

- **Reduce** – the brand's number one goal

By designing eco-friendly packaging and promoting reuse through alternatives like eco-refills and refill fountains.

- **Recycle** – moving towards a circular economy

By promoting the use of recycled materials and ensuring that all remaining waste can become a resource.

- **React** – working together to create a sustainable future

A process involving partnerships with key players and innovative initiatives.

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### **About L'OCCITANE en Provence**

*L'OCCITANE en Provence is dedicated to sharing nature's abundant marvels – as we have done since 1976, formulating beauty, care and well-being products in our factories in France and selling them around the world. We understand that nature needs balance to allow every seed to blossom anew. A balance we believe can be maintained by restoring the harmony between humanity and the living world. We are cultivators of change. We work hand in hand with local teams who believe, like us, that even the smallest actions can make a big difference.*



### **About Loop Industries, Inc.**

*Loop Industries, Inc. is a technology company whose mission is to accelerate the development of sustainable plastic and end reliance on fossil fuels. Loop's patented and exclusive technology breaks the link between plastics and fossil fuels by depolymerising plastic waste and polyester fibres to obtain their base building blocks (monomers). These monomers are then filtered, purified and repolymerised to create virgin-quality polyester plastic suitable for use in food-grade packaging. The company's shares are listed on the Nasdaq Global Market under the symbol 'LOOP'. [www.loopindustries.com](http://www.loopindustries.com)*

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