

Press release

## L'OCCITANE Group announces achieving milestone on its global B Corp™ journey with the certification of ELEMIS

GENEVA, 30 January 2023 – L'OCCITANE Group, pioneer in premium sustainable beauty and wellness products, is proud to announce that its innovative global British skincare brand, ELEMIS, is now a Certified B Corporation™. This marks a new milestone in the Group's global journey to achieving B Corp™ certification.

To certify as a B Corp, a company's day-to-day activities are analysed across five areas: governance, workers, community, environment, and customers. It is the most comprehensive impact measurement and management tool available. It involves a rigorous assessment of the whole business to meet high standards of verified social and environmental performance. For L'OCCITANE Group, pursuing certification signifies being part of a global movement of businesses that share a collective vision of an inclusive, equitable, and regenerative economy.

### Transforming business to benefit all people and the planet

Since its inception in 1976 with the creation of eco-pioneering brand, L'OCCITANE en Provence, the Group has championed sustainability. As the Group continues to grow and welcome new brands, it underlines the importance of a shared commitment to make a positive impact in a structured way. Therefore, the Group recently unveiled its new corporate Mission: *With empowerment we positively impact people and regenerate nature*. The Mission acts as a guiding light to steer the actions of the entire organisation with a collective focus on the triple bottom-line – its people, the planet, and profitability.

### ELEMIS is now B Corp certified

As an operationally independent subsidiary of the Group, ELEMIS completed its own B Impact Assessment™. After two years of implementing changes to practices across the business, ELEMIS achieved an impressive, verified score of 93 points. Key changes included: DE&I training and mentoring programmes for all employees to ensuring fair wages and working conditions, and packaging changes to new carbon sink projects to achieve its biodiversity and climate goals. Founded over 30 years ago, ELEMIS now joins a community of more than 6,000 purpose-led businesses that meet B Corp's exacting criteria.

Séan Harrington, Co-Founder & CEO of ELEMIS said: 'We are proud of our B Corp certification, a holistic assessment of a company's social and environmental impact across all of its stakeholders. In our view, companies have a responsibility to bring meaningful, positive benefits to society.'

### Media contact

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### About the L'OCCITANE Group

The L'OCCITANE Group is a leading international manufacturer and retailer of premium and sustainable beauty and wellness products. The Group operates in 90 countries worldwide and has 3,000 retail outlets including 1,500 of its own stores. Within its portfolio of premium beauty brands that champion organic and natural ingredients are: L'OCCITANE en Provence, Melvita, Erborian, L'OCCITANE au Brésil, LimeLife by Alcone, ELEMIS, Sol de Janeiro and Grown Alchemist. Innovative venture studio, OBRATORI and beauty tech start-up, DUOLAB, are also part of the Group. With its nature-positive vision and entrepreneurial ethos, L'OCCITANE Group is committed to investing in communities, biodiversity, reducing waste and to finding sustainable solutions in order to create a better and healthier planet. The mission statement of the Group is: *with empowerment we positively impact people and regenerate nature*. For more information about our people and our brands, visit us at <https://group.loccitane.com>

Oriele Frank, Co-Founder & Chief Product & Sustainability Officer of ELEMIS, said: 'As part of L'OCCITANE Group, we have the ambition to become the most sustainable premium British skincare brand, and plan to accomplish more action-based commitments in 2023, making continuous improvements to our positive impact mission.'

Noella Gabriel, Co-Founder & Global President of ELEMIS, said: 'We have always considered our impact on people and planet to be as important as our results-driven formulas. Being certified provides further assurances to our customers that we are committed to driving long-term positive changes as a responsible, ethical business.'

André Hoffmann, Vice-Chairman and CEO of the L'OCCITANE Group, said: 'I congratulate ELEMIS on this outstanding achievement which demonstrates how the brand and its people strive at every level for a more equitable, sustainable and inclusive world.'

### **Looking ahead**

The L'OCCITANE Group's ambition is to be fully B Corp certified across the company during the course of 2023. As a Group with a growing portfolio of entrepreneurial beauty brands spanning five continents, a profound verification process has been required in order to achieve certification. This represents a collaboration across functions and geographies and shows where and how the company can continuously progress to drive positive change.

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