



Groupe
L'OCCITANE

CELEBRATING
50 YEARS
OF

L'OCCITANE EN PROVENCE



Press Release

L'OCCITANE Group celebrates 50 years of L'Occitane en Provence

Honouring our heritage brand that shaped a global vision for responsible and sustainable beauty

Geneva, 12 January 2026 – **L'OCCITANE Group is proud to announce the 50th anniversary of L'Occitane en Provence, its heritage brand, and the genesis of the Group's global vision. This milestone reflects more than the longevity of the iconic Maison L'Occitane en Provence. It stands as a testament to five decades of forward-looking, sustainable growth, driven by expertise in formulating sensorial beauty and wellness products that use high performing natural ingredients and a deep-rooted commitment to people and the planet.**

The birth of a Maison

Born from a simple gesture in 1976 – the distillation of rosemary – L'Occitane en Provence was founded by eco-pioneer, Olivier Baussan, and developed internationally under the leadership of Reinold Geiger. The Maison L'Occitane en Provence has built 50 years of expertise in transforming high-performing ingredients such as Shea butter, Immortelle and Almond into formulas that combine sensoriality, efficacy and sustainability. Long before these expectations became mainstream, L'Occitane en Provence was committed to crafting high-quality products, formulated with responsibly sourced natural ingredients and delivering visible results.

Philosophy in action

Today, L'Occitane en Provence remains true to its founding philosophy, using natural origin ingredients and expressing its expertise through sensorial, powerful beauty and wellness experiences, designed to be as sustainable as possible. The journey has also been a deeply human one, woven through inspiring encounters and relationships along the way. L'Occitane en Provence's formulation know-how is embodied in one of the brand's most iconic products: Shea Hand Cream. Inspired by its founder's early encounters in Burkina Faso, L'Occitane en Provence now works with over 6,000 women across shea cooperatives, using 100% organic, fair-trade shea butter to support both skin and the communities who produce it.

Blending heritage with innovation, L'Occitane en Provence brings its product expertise and the savoir-vivre of Haute-Provence to guests around the world through more than 3,000 boutiques, 100 spas, 2,500 partner hotels, and its flagship destination, *Le Couvent des Minimes, un Hôtel et Spa L'Occitane en Provence* – creating a distinctive connection between people, nature and beauty.

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 more than 90 countries worldwide, with a network of almost 5,000 retail locations. 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, ELEMIS, Sol de Janeiro and Vranjes Firenze. 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 to create a better and healthier planet. The mission statement of the Group is: With empowerment we positively impact people and regenerate nature. The L'OCCITANE Group is a certified B Corp™.

For more information about our people and our brands, visit us at <https://group.loccitane.com>





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Looking ahead with purpose

The golden anniversary also marks a reinvention for L'Occitane en Provence, one where heritage meets modernity, reaffirming its roots, and its connection to the land, producers and artisans of Haute-Provence. This renewed focus ensures that L'Occitane en Provence's legacy is not only preserved, but actively shared and re-imagined for the future.

For L'OCCITANE Group, this landmark underscores its founding ambition: a house of entrepreneur-led beauty brands united by quality, creativity and purpose, each free to flourish within a shared vision.

Reinold Geiger, Chairman & CEO, L'OCCITANE Group, said:

'Longevity matters, but what truly sustains a brand is the relevance and desirability of its products. From the outset, L'Occitane en Provence was built on the conviction that ingredients inspired by nature could deliver outstanding performance. That belief was borne out with the rapid expansion of the brand internationally, earning trust through formulas that work, feel good to use, and that consumers return to time and again. This balance of performance, sensoriality and responsibility continues to underpin our growth and confidence in the future.'

Didier Lalance, L'OCCITANE Group General Manager, said:

'Fifty years is more than a milestone; it stands as a testament to the entrepreneurial vision of the Group's founding entrepreneurs, Olivier Baussan and Reinold Geiger. What began as a simple Provençal dream has grown into a diversified, global group built on quality, creativity and purpose. Their encounter ignited a purpose-led entrepreneurial movement, unique within the industry, that continues to inspire new generations of entrepreneurs. Rooted in heritage and driven by innovation and a shared vision, the L'OCCITANE Group reflects the values and ambition they set in motion.'

Adrien Geiger, CEO, L'Occitane en Provence, said:

'Our 50th anniversary opens a vibrant new chapter for the Maison. By shining the light back onto Haute-Provence – land of deep roots and living craft – we reaffirm what makes L'Occitane en Provence unique. Guided by the promise to craft life ties with heart and reason, we will keep thinking globally, acting locally, and offering a timeless beauty that speaks to every generation.'

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Media contact :

L'OCCITANE Group | Marianna Fellmann | groupcommunication@loccitane.com

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