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L'OCCITANE

EN PROVENCE

L'OCCITANE INTERNATIONAL S.A.

Société Anonyme
1, rue du Fort Rheinsheim L-2419 Luxembourg
R.C.S. Luxembourg: B80359
(Incorporated under the laws of Luxembourg with limited liability)
(Stock code: 973)

APPOINTMENT OF CHIEF OPERATING OFFICER

The board of directors (the “**Board**”) of L’Occitane International S.A. (the “**Company**”) is pleased to announce that Mr. Domenico Luigi Trizio (“**Mr. Trizio**”) has been appointed as chief operating officer of the Company with effect from 2 November 2010.

Mr. Trizio, aged 49, is based in Geneva, Switzerland, and is responsible for the overall operational management of the Company and oversees the Company’s supply chain, management information systems, finance and SAP project. He reports to Emmanuel Osti, executive director and managing director of the Company. Prior to joining the Company, Mr. Trizio was a vice president at Coty, Inc. from 2007 to 2008 and was subsequently promoted to senior vice president from 2008 to October 2010, where he was in charge of the global supply chain for the Prestige division. Prior to that, he held supply chain positions at Colgate-Palmolive Company from 1987 to 1997, Johnson & Johnson from 1997 to 2001, Levi Strauss & Co. from 2001 to 2005 and Cadbury-Schweppes from 2005 to 2007. Mr. Trizio has over 15 years of experience in operational management. Mr. Trizio graduated in chemical engineering at Rome University in 1986 and received the International Executive Program General Management Certificate at INSEAD in April 2001.

The Board would like to take this opportunity to welcome Mr. Trizio to the Company.

By Order of the Board
L’Occitane International S.A.
Emmanuel Osti
Executive Director and
Managing Director

Hong Kong, 24 November 2010

As at the date of this announcement, the executive directors of the Company are Mr. Reinold Geiger, Mr. Emmanuel Laurent Jacques Osti, Mr. André Joseph Hoffmann and Mr. Thomas Levilion, the non-executive directors of the Company are Mr. Karl Guenard, Mr. Martial Thierry Lopez and Mr. Pierre Maurice Georges Milet and the independent non-executive directors of the Company are Mr. Charles Mark Broadley, Ms. Susan Saltzbart Kilsby and Mr. Jackson Chik Sum Ng.