

ORGANIC SKINCARE

WITH OLIVE TREE EXTRACTS FROM PROVENCE

2009



L'OCCITANE
EN PROVENCE



A NEW ORGANIC SKINCARE RANGE WITH OLIVE TREE EXTRACTS

For 30 years, the L'OCCITANE laboratory in Manosque – in the heart of Haute-Provence – has created authentic products with the greatest respect for man, animals and the environment. Each formula begins with the selection of natural and traceable ingredients from the lands of Provence and the Mediterranean.

L'OCCITANE is a socially responsible company. One of its biggest commitments is to continually strive to improve itself and develop (whenever the formulas and packaging allow) products that are certified organic. Within this context, L'OCCITANE has developed a new organic range, certified by Ecocert.

This range has been formulated with organic olive tree extracts. A symbol of strength and vitality, the olive tree is capable of surviving in the most arid regions. Its resistance to dryness is mainly due to its leaves, which have an amazing ability to regulate water.

L'OCCITANE has proved the long-lasting moisturising action of the olive tree leaf extract and concentrated it in effective, sensorial formulas. These formulas are also rich in protective olive water and softening olive oil – both of which are organic.

Suitable for all skin types, the new skincare range with organic olive tree extracts comprises five products that protect the skin and offer it a long-lasting, ideal level of moisture.

- **CLEANSING MILK:**
removes make-up and impurities
- **RADIANCE CLEANSING FOAM:**
cleanses skin with no drying effect
- **TONING FACE MIST:**
tones and invigorates
- **MOISTURIZING FACE LOTION:**
offers long-lasting moisture*
- **MOISTURIZING FACE MASK:**
provides intensive thirst-quenching action

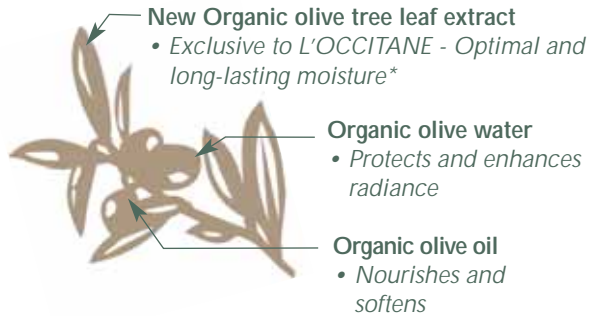
For skin that glows with health –
like a breath of fresh air in the great outdoors!

** Hydration of the upper layers of the epidermis*



THE POWER OF THE OLIVE TREE

Symbolic of the Mediterranean, the olive tree is capable of surviving in arid regions. Our new products, with olive tree extract, offer all the benefits that are provided by the olive tree – from its fruits to its leaves.



Olive tree leaves:

A SOURCE OF CONTINUOUS HYDRATION* FOR THE SKIN

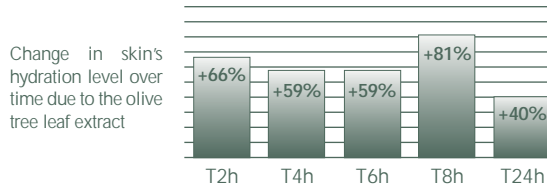
Incredible moisture regulation and retention

Olive tree leaves are equipped with a clever system to protect themselves against the summer heat: the upper part of the leaf, which is exposed to the sun, is protected by a dark green, impermeable cuticle, through which water cannot escape. Evaporation takes place on the back of the leaf, from the velvety underside. When the air is dry, a protective layer of hairs flattens, thus halting transpiration. When the air becomes more humid, the

hairs stand up so that water vapour can be released. This power of the olive tree, to regulate and retain moisture, allows it to adapt to its environment. In times of drought it saves water, which it then redistributes later.

Proven long-lasting moisture*

L'OCCITANE has proven the moisturising* benefits of the organic olive tree leaf extract through a corneometry** test conducted by an independent laboratory.



The organic olive tree leaf extract is characterised by its sugar content, which provides the skin with optimal and long-lasting hydration*.

* Hydration of the upper layers of the epidermis

** Hydration measurement test



The olive, fruit of the olive tree:

NOURISHES AND PROTECTS

From the olive, the fruit of the olive tree, L'OCCITANE has extracted both an oil and water.

Olives are harvested by hand from early November to late December. They are then pressed at the olive mill, where the olive oil separates from the water of the fruit. Both the oil and the water are rich in active ingredients.

Olive oil:

A NOURISHING AND SOFTENING OIL RICH IN VITAMIN E

Olive oil, rich in Vitamin E, nourishes and softens the skin.

Olive water:

A NATURAL EXTRACT WITH PROTECTIVE PROPERTIES

L'OCCITANE discovered the cosmetic properties of olive water some time ago. This natural extract is very rich in polyphenols, which makes it a powerful anti-free radical agent.

Polyphenols are complex molecules that protect against free radicals. The polyphenols derived from olive water are completely natural. Olive water is also rich in potassium and stimulates the skin's vital mechanisms, boosting radiance.

Olive water thus helps provide effective protection against daily damage and leaves the skin glowing with health.

ORGANIC OLIVE TREE EXTRACTS FOR SKIN THAT IS:

- perfectly and continually moisturised*
- protected against daily free-radical damage
- glowing with health

** Hydration of the upper layers of the epidermis*

AN ORGANIC RANGE FROM PROVENCE

The guarantees of the organic range with olive tree extracts

- Formulas that meet the strict requirements of the independent certification body Ecocert, with a focus on ingredients of natural origin – which often have a better affinity with the skin.
- Olive tree extracts derived from organic agriculture and cultivated with respect for the environment: no pesticides or synthetic herbicides and no GMOs.
- Complete traceability of the ingredients, right up to the finished product.
- The proven moisturising action of the organic olive leaf extract: 81% increase in moisture* levels after 8 hours.
- A range tested under dermatological supervision.
- Products that are pleasant to use, with fresh, sensorial textures.
- Recyclable packaging that provides maximum protection for the formulas by minimising contact with the air.

* Hydration of the upper layers of the epidermis

ECOCERT Certification

The ECOCERT label is a guarantee of quality and reliability. ECOCERT is an independent certification and inspection body that works in over 50 countries in the world.

THE ECOCERT LABEL OFFERS A DOUBLE GUARANTEE:

- **A guarantee relating to the products developed:**
All “BIO” certified-organic beauty products contain a minimum of 95% ingredients of natural origin, while a minimum of 10% of the total ingredients must come from organic agriculture. The remaining 5% must be taken from a very restrictive list, with only six authorised classes of preservatives. Products certified by ECOCERT contain no perfume or synthetic colorants, nor do they contain mineral oils, silicones or preservatives such as parabens or phenoxyethanol.
- **A guarantee relating to the processes used:**
All processes used are monitored to ensure respect for the environment (energy and waste management), respect for man and respect for animals. Finished products are not tested on animals and packaging is recyclable.



Control and Certification Body ECOCERT
SAS BP 47 - 32600 L'Isle Jourdain, France
www.ecocert.com

Ingredients from PROVENCE

The organic extracts used in this new range are sourced from different mills in Provence. The producers apply exacting standards as they work on each olive tree in their orchards and grind the olives in their traditional oil mills.

The olives are picked by hand, then slowly crushed by granite grindstones. Next, they are ground, using time-tested techniques, to yield a product known as "margine" (olive water) as well as olive oil, of exceptional purity and quality.

Absolute traceability, to guarantee high-quality, organic ingredients.





SOIN HYDRATANT
MOISTURIZING FACE LOTION

avec extraits biologiques
de l'olive

with organic ultra pure extracts
of olive



L'OCCITANE
IN PROVENÇE

130 ml

CLEANSING MILK

150ml / 5.1 fl.oz.

CLEANSING THE SKIN BECOMES A MOMENT OF WELL-BEING



- **A sensorial texture:** A fresh, creamy lotion that cleanses the face while caring for the skin with a gentle, caressing touch.
- **Active ingredients:**
Organic olive tree leaf extract, Organic olive water, Organic olive oil, Organic sweet almond oil and macadamia oil to lift away impurities, soothe the skin and leave it soft and supple.
- **Skin benefits:** Perfectly removes impurities and make-up. The skin is both cleansed and rehydrated*. It is clean, soft, supple and balanced.
- **Application:** Warm the product in the palm of your hand, then apply to face and neck with circular movements to lift away impurities. Remove with a cotton pad.

Consumer test conducted over 3 weeks on a panel of 22 volunteers:

- Removes make-up efficiently: 100% of subjects
 - Respects skin's natural hydration*: 91% of subjects
- Tolerance dermatologically and ophthalmologically tested.
Suitable for all skin types.*

99.23% of the total ingredients are of natural origin
14.05% of the total ingredients are issued from Organic Agriculture

* Hydration of the upper layers of the epidermis

RADIANCE CLEANSING FOAM

100ml / 3.4 fl.oz.

TO CLEANSE THE SKIN WITH NO DRYING EFFECT

- **A sensorial texture:** A light and delicate foam.
- **Active ingredients:**
Mint essential water to gently cleanse and purify the skin, *Organic olive tree leaf extract*, *Organic olive water*, *hydrating* glycerine*.
- **Skin benefits:** The skin is cleansed, soft and more radiant than ever. The balance of the hydrolipidic film is respected.
- **Application:** Use morning and evening. Release two or three pumps of foam into the palm of the hand and apply to damp face with circular movements. Rinse with water.

Satisfaction test conducted on 27 women for 3 weeks:

- Skin is perfectly cleansed and more radiant: 100% of subjects
- Skin's moisture balance is maintained: 96% of subjects

Tolerance dermatologically tested.

Suitable for all skin types.

99.58% of the total ingredients are of natural origin
10.33% of the total ingredients are issued from Organic Agriculture

* Hydration of the upper layers of the epidermis



TONING FACE MIST

150ml / 5.1 fl.oz.

A REFRESHING AND TONING FACE MIST



- **A sensorial texture:** An incredibly fresh mist with an invigorating mint scent.
- **Active ingredients:**
Mint essential water to tone, invigorate and purify the skin, *Organic olive tree leaf extract*, *Organic olive water*.
- **Skin benefits:** Any remaining traces of make-up and impurities are eliminated. The skin is revived, toned and moisturised*. The complexion is beautifully radiant.
- **Application:** Morning and evening, spray onto clean, dry face and neck or apply with a cotton pad. Can also be used at any time of day to instantly refresh the skin.

Consumer test conducted over 3 weeks on a panel of 24 volunteers:

- The skin is soothed: 96% of subjects
- The skin is moisturised: 91% of subjects

*Tolerance dermatologically and ophthalmologically tested.
Suitable for all skin types.*

99.62% of the total ingredients are of natural origin
27.11% of the total ingredients are issued from Organic Agriculture

* Hydration of the upper layers of the epidermis



MOISTURIZING FACE LOTION

30ml / 1 fl.oz.

A FRESH, LIGHT, DAILY MOISTURISER THAT SINKS DELICIOUSLY INTO THE SKIN IN SECONDS

- **A sensorial texture:** A silky smooth lotion.
- **Active ingredients:**
Organic olive tree leaf extract, Organic olive water, Organic olive oil, Organic sunflower and borage oils, naturally rich in vitamins and Omega-3 and Omega-6 fatty acids, to help restore suppleness and vitality to the skin.
- **Skin benefits:** Protected and continually moisturised*, the skin is more radiant than ever.
- **Application:** Apply morning and evening to a clean, dry face and neck.

Consumer test conducted over 3 weeks on a panel of 25 volunteers:

- The skin is continually moisturised*: 96% of subjects
- The skin is more radiant: 92% of subjects

Moisturising* effectiveness tested under medical supervision:

25% increase in skin hydration after 8 hours.

Tolerance dermatologically tested.

Suitable for all skin types.

99.22% of the total ingredients are of natural origin
16.28% of the total ingredients are issued from Organic Agriculture

* Hydration of the upper layers of the epidermis



MOISTURIZING FACE MASK

50ml / Net Wt 1.7 oz.

BATHE THIRSTY SKIN IN ABSOLUTE HYDRATION



- **A sensorial texture:** An ultra-fresh, rich cream.
- **Active ingredients:** *Organic olive tree leaf extract, Organic olive water, Organic olive oil, Organic shea butter*, naturally rich in vitamins, to nourish the skin and help restore suppleness and vitality.
- **Skin benefits:** The skin's thirst is completely quenched. Immediately, it feels soothed and more comfortable. Soft and supple, it glows with health.
- **Application:** Apply a thick layer to clean, dry skin, once or twice a week. Leave on for 5 to 10 minutes. Remove excess product with a cotton pad.

Consumer test conducted over 3 weeks on a panel of 24 volunteers:

- The skin's thirst is quenched: 92% of subjects
- The skin is more radiant: 92% of subjects
- The complexion looks fresher: 96% of subjects

Tolerance dermatologically tested.

Suitable for all skin types.

99.11% of the total ingredients are of natural origin
12.52% of the total ingredients are issued from Organic Agriculture

* *Hydration of the upper layers of the epidermis*

ORGANIC SKINCARE WITH OLIVE TREE EXTRACTS FROM PROVENCE

CLEANSING MILK 150ML / 5.1 fl.oz.	
RADIANCE CLEANSING FOAM 100ML / 3.4 fl.oz.	
TONING FACE MIST 150ML / 5.1 fl.oz.	
MOISTURIZING FACE LOTION 30ML / 1 fl.oz.	
MOISTURIZING FACE MASK 50ML / NET WT 1.7 oz.	

L'OCCITANE uses Braille* labeling on most of its product packaging. In line with our eco-friendly commitments: this brochure is printed on paper from sustainable forests. It is certified white without the use of chloride.

* in English, so that it is understood by the greatest number of consumers.

L'OCCITANE - 04 100 Manosque-en-Provence – France - e-mail: accueil@loccitane.fr - www.loccitane.com

52DPOV9AN

