

Unseen.
Beneath the surface.



Beyond
what meets the eye.
This is where strength is built,
**how natural potential
is realized.**

*Revealing
the powers of essential oils since 1976,
we now combine this territory
with a skin perspective.*

*Our hair care reveals the potential of your hair and scalp
with natural-origin essential oils and skincare inspired actives
that are known to work wonders.*

*We have created holistic rituals from root to tip,
with a collection of expert shampoos, conditioners
& targeted scalp treatments that feel as good
as they are effective.*

*“At L’OCCITANE, we want to regenerate nature.
We have the same approach for the scalp and hair.
Our researchers and experts select the finest ingredients
to create formulas that go beyond what meets the eye,
what is visible.”*

- Marie Videau, L’OCCITANE Group R&D General Manager.

**Let your hair’s natural beauty shine through.
Discover L’OCCITANE hair and scalp rituals.**



Revealing the power of essential oils.

Through our research, we were able to reveal essential oils' powerful biological effect for the skin.

Back in 1976, Rosemary essential oil was distilled by our founder, Olivier Baussan. It was our very first product.

And it was just the beginning of L'OCCITANE journey with essential oils. Distilling their potential for almost 50 years, we know that one of the most concentrated extract of a plant, offer hundreds of molecular compounds that can deliver **incredible effectiveness**.

So, we take the time to explore the science of nature in order to go beyond ordinary practice: dedicated researchers and experts study plants - learning how to use the **best molecules and blend them at the right dosage for the right need**.

Lavender essential oil
*helps to soothe the scalp by
reducing stress signals*
by 40%¹

Rosemary essential oil
helps reduce hair loss

Peppermint essential oil
reduces sebum excess
by 86%²

1 - In vitro test measuring the inhibition IL-8 production.
2 - In vitro test.



*Essential oils
& skincare
active blend*



Skin perspective.

The root to healthy hair starts at the scalp.

By being richly irrigated with blood vessels, the scalp supplies hair with nutrients and oxygen. That's why our hair lives and evolves along with how we live and feel. What we eat and drink, and our internal and external environments, **all have a strong influence on how our hair can grow and thrive.**

In 2001, we applied for our 1st patent of Immortelle essential oil and its skin properties.

Since then, our team of skin biologists have been studying skin. Our rigorous research discovered something exciting. They could select the **active ingredients effective for facial skin that can also work on scalp skin** to support this unique, precious **ecosystem** and realize the hair's natural potential from within.

Skin is skin, right? Not quite...

Yet the scalp environment is naturally more humid and oily, which makes its barrier function and microbiota more fragile and more easily disrupted – which can trigger inflammation, discomfort, dandruff or even premature hair loss.

This is why we formulate rituals specifically for the scalp.

New ranges



New formulas and new packaging

Recalling our very first hair care range, launched decades ago, our new brown bottles are **inspired by our Aromatherapy heritage** whilst also being mindful of our environmental future.

Also new is the formula for our shampoos and conditioners: reformulated with precise blends of powerful skincare actives and essential oils.

Our long-standing commitment to nature continues with our new relaunched hair care:

- They are formulated with **more than 95% readily biodegradable ingredients** and more than **90% natural-origin ingredients**.

- 30 tons of **materials saved in 2022** thanks to our eco-refills.*

*Calculation made on Sell-out quantities on standard formats from April 1st, 2022 to March 31st, 2023 compared to April 1st, 2021 to March 31st, 2022.



Treat

Go beyond what meets the eye.

Just as plants will only thrive with strong and healthy roots, hair will only thrive with a strong and healthy scalp.

This isn't just a beautiful analogy. We know that the scalp has the same biological pathways and functions in the same way as the rest of your skin.

So we have developed a variety of expert products to address a variety of different scalp and hair needs.

re densify

+17 000
extra hairs*



Essential oil & skincare active blend

- **Rosemary essential oil** helps reduce hair loss.
- **Watercress** +28% hair thickness.



Anti-Hair Loss serum

Helps boost hair growth to reveal thicker, stronger hair.

Just as you can add a serum to your skincare routine, you can add a serum to your hair care routine. Use it as soon as noticing any kind of hair loss or thinning.

Who is it for?

For all scalps.

How to use?

3-month treatment; use daily in the first two months, then once or twice a week the last month.

Efficacy Results:

+36%
Hair density*

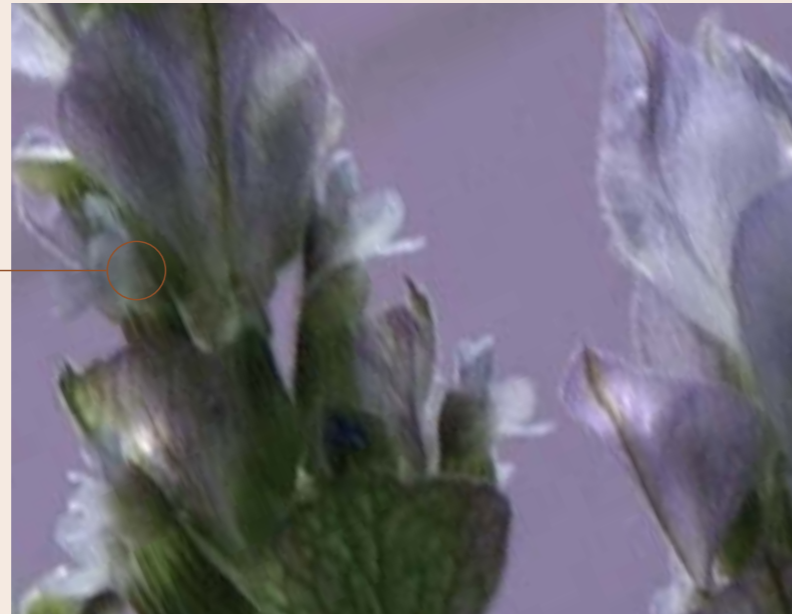
+30%
Hair thickness*

+47%
Hair anchorage*

*Clinical scoring on 36 users for 84 days.
**Average increase in the number of existing hairs in the growth phase on the entire scalp, including 6048 in the area of loss, results after 3 months. Phototrichogram and clinical quotation on 12 men and 24 women.

Essential oil & skincare active blend

- **Lavender essential oil** helps to soothe the scalp.
- **Niacinamide** moisturizes & strengthens scalp barrier.



Scalp Night serum

Soothes & strengthens your scalp while you sleep.

Inspired by products that are left on the skin overnight to restore its balance and feel better in the morning. Try it with our Overnight Reset serum during the night care routine.

Who is it for?

All scalps.

How to use?

Daily, during your night care routine.

Efficacy Results, Hair is:

+87%
More resistant*

+91%
Shinier*

*Clinical scoring on 31 volunteers after one month.
**Clinical scoring by self-assessment on 31 volunteers after 8 hours with the Scalp Night Serum.



Scalp is
+71%
more soothed**





Cleanse & Condition

How to be strong yet gentle.

Just as dust & pollution build up on your skin, they build up on your hair and scalp too. When your hair is clean, it looks and feels better – and so do you.

Choose something as effective as it is gentle.

The skincare truth we all know applies here: harsh cleansers disrupt the skin's natural oils, balance & effective barrier.

It's the same with shampoo. With the right choice, your scalp and hair can be clean as well as happy, healthy and hydrated.

+35%
Scalp is cleaner*



Essential oil & skincare active blend

- **Lavender essential oil** helps to soothe the scalp by reducing stress signals by 40%¹.
- **Niacinamide** helps to strengthen the skin's protective barrier.
- **Prebiotic** x10 scalp moisture².



New Pre-Wash Micellar Pre-Shampoo

Boosts the cleansing effect on the scalp.

Much like a make-up remover, use the Scalp cleansing Micellar Pre-Shampoo to remove any impurities and residues from cosmetic products, that can trigger discomfort and itchiness.

Thanks to our own particular micellar technology, our consumers feel this pre- shampoo is **as effective as double cleansing**, but gentler.

Who is it for?

All scalps.

How to use?

Before your shampoo, on dry hair – once or twice a week – to detox and soothe the scalp.

Efficacy Results: Paired with a shampoo

+100%
volunteers*
felt the new routine
is more effective than
a double shampoo

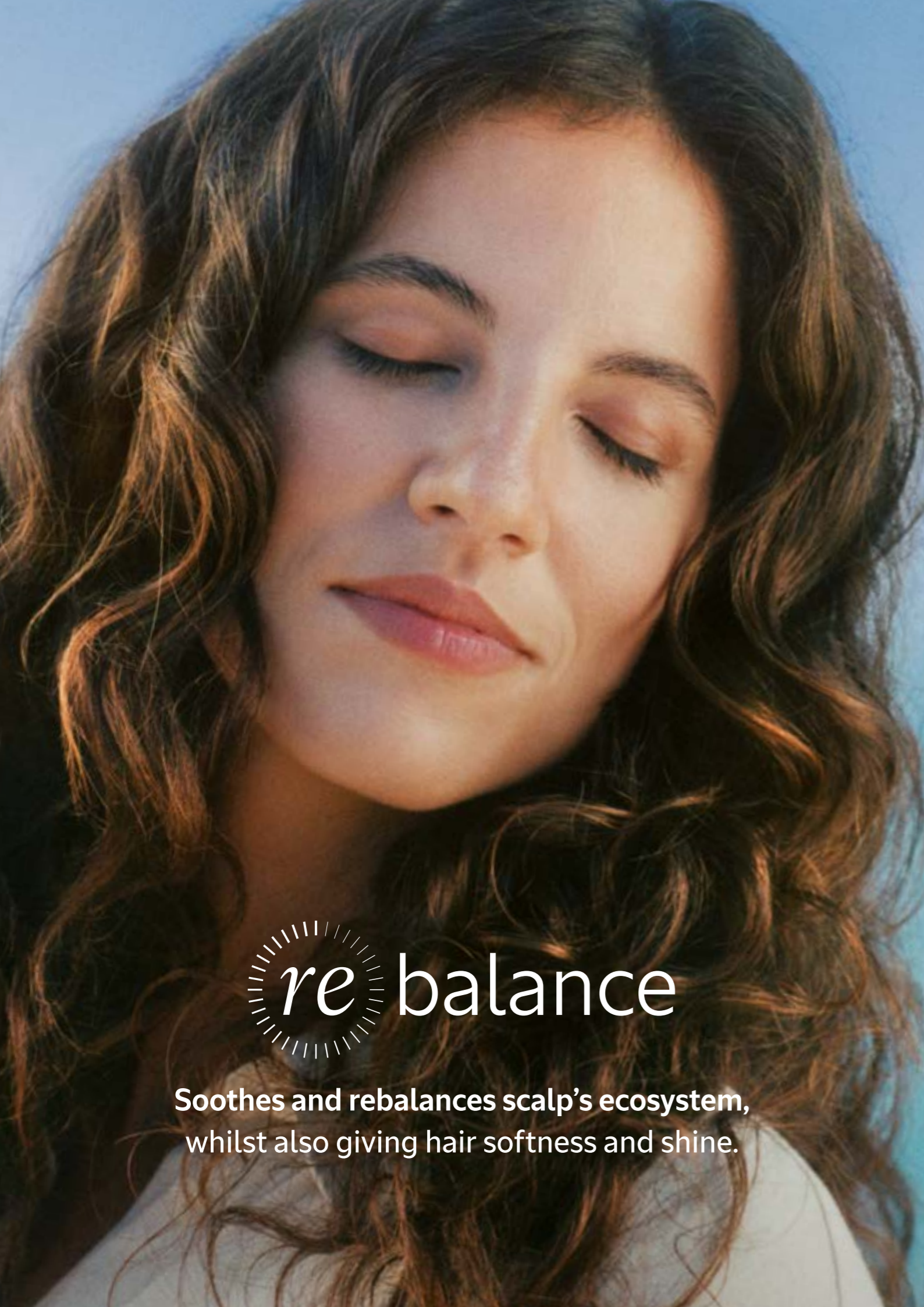
Reduces
scalp discomforts
(such as itchiness
and tingling sensations)
by 56%*

Reduces
scalp redness
by 13%*

1- In vitro test measuring the inhibition IL-8 production.

2 - Efficacy test by corneometry on 22 subjects, after 2 hours - vs placebo.

* Efficacy tests or consumer use test, on 33 volunteers with uncomfortable scalps, after a single application.



re balance

Soothes and rebalances scalp's ecosystem,
whilst also giving hair softness and shine.

NEW
Gentle & Balance range



with lavender essential oil & prebiotic

Gentle & Balance Shampoo and conditioner

**Soothes & rebalances scalp's ecosystem,
whilst also giving hair softness & shine.**

Microbiota disruption can trigger inflammation, causing itchiness, tightness or tingling. So, it's no surprise that it can also affect the scalp.

Using a prebiotic known to promote a **balanced microbiota**, and a pH adapted to the scalp to ensure a **gentle formula**.

Who is it for?

All scalps.

Efficacy Results:

-67%
Scalp itchiness*

-66%
Scalp tingling*

+51%
scalp hydration**

+27%
Hair shine*

+18%
Softness*

1 - In vitro test measuring the inhibition IL-8 production.
2 - Efficacy test by corneometry on 22 subjects, after 2 hours - vs placebo.
* Clinical scoring or clinical scoring by self-assessment on 30 volunteers with uncomfortable scalps after 28 days use of the Gentle & Balance Shampoo and Conditioner.
** Efficacy test (by Corneometry) on 33 volunteers after 28 days use of the Gentle & Balance Shampoo and Conditioner.



Gentle & Balance
Shampoo
300ml
Also in 500ml and eco-refills

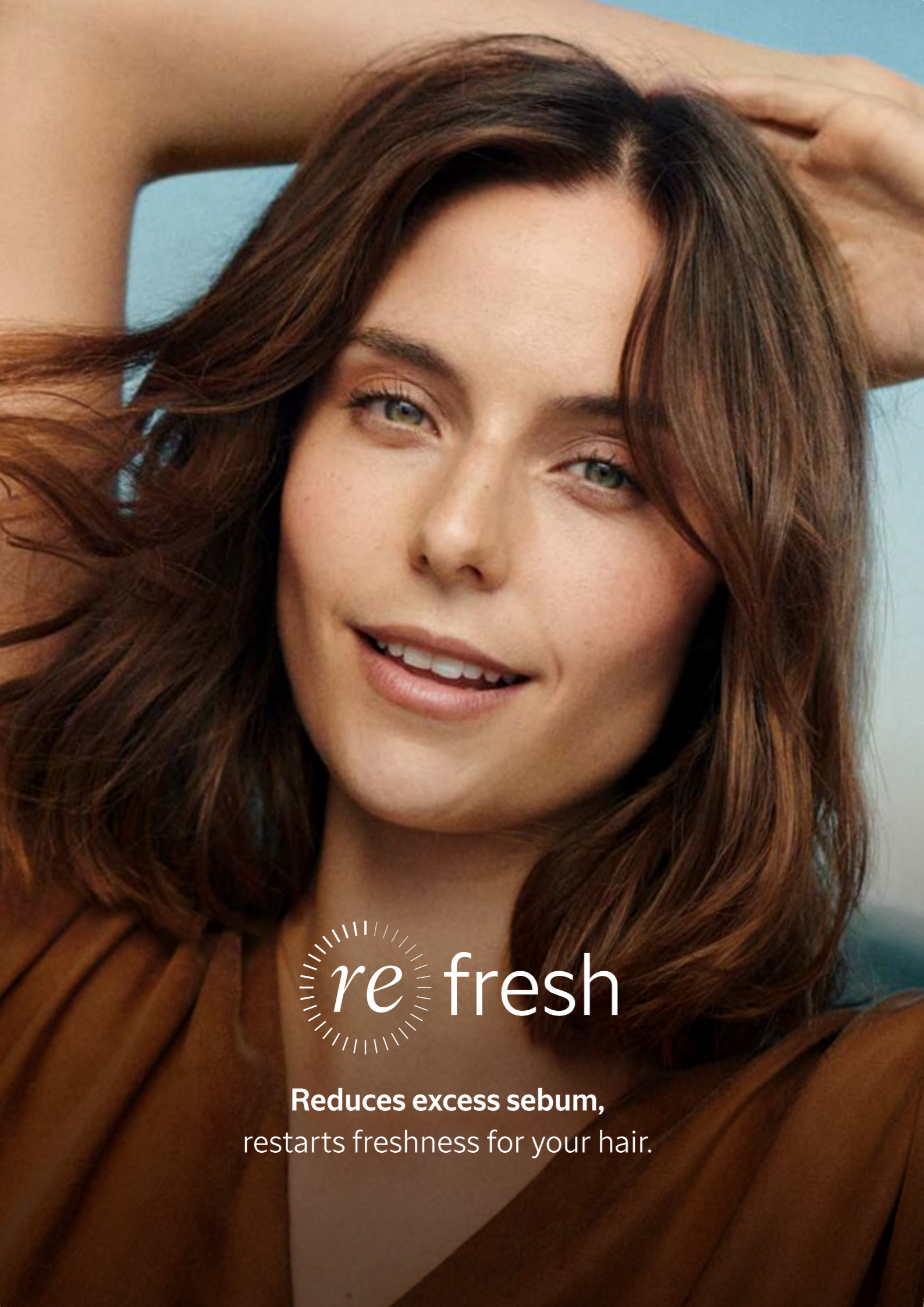


Gentle & Balance
Conditioner
250ml
Also in 500ml and eco-refills

Essential oil & skincare active blend

• **Lavender essential oil**
helps to soothe the scalp by reducing stress signals by 40%¹

• **Prebiotic**
x10 scalp moisture²



re fresh

Reduces excess sebum,
restarts freshness for your hair.

NEW
Purifying Freshness range



with peppermint essential oil & zinc

Purifying Freshness Shampoo and conditioner

Reduces excess sebum, restarts freshness for your hair.

There's 50% more sebum on the scalp than the forehead. While sebum, rich in fatty acids, reinforces the protective layer of the scalp and provides shine, it also causes oily hair.

Our mission with Purifying Freshness is not to eradicate sebum, but to balance it.

Tested on oily scalp and dry ends, this routine purifies the scalp - reducing impurities and excess sebum to tackle oil build-up for 48 hours**.

They also provide an instant cooling sensation and leave hair feeling soft, light and fresh.

Who is it for?

Oily scalp, roots.

Efficacy Results:

-80%
Sebum excess*

+75%
Hair suppleness
after one use*

Bad odors on scalp
seems reduced for
93%
volunteers**

1- In-vitro essay.

2- Efficacy test by sebumeter on 20 subjects, after 28 days.

*Efficacy test (with sebumeter) on 29 women and men immediately after 28 days of the Purifying Freshness Shampoo and Conditioner.

**Consumer test on 30 women and men immediately after one use of the Purifying Freshness Shampoo and Conditioner.



Purifying Freshness Shampoo
300ml
Also in 500ml and eco-refills

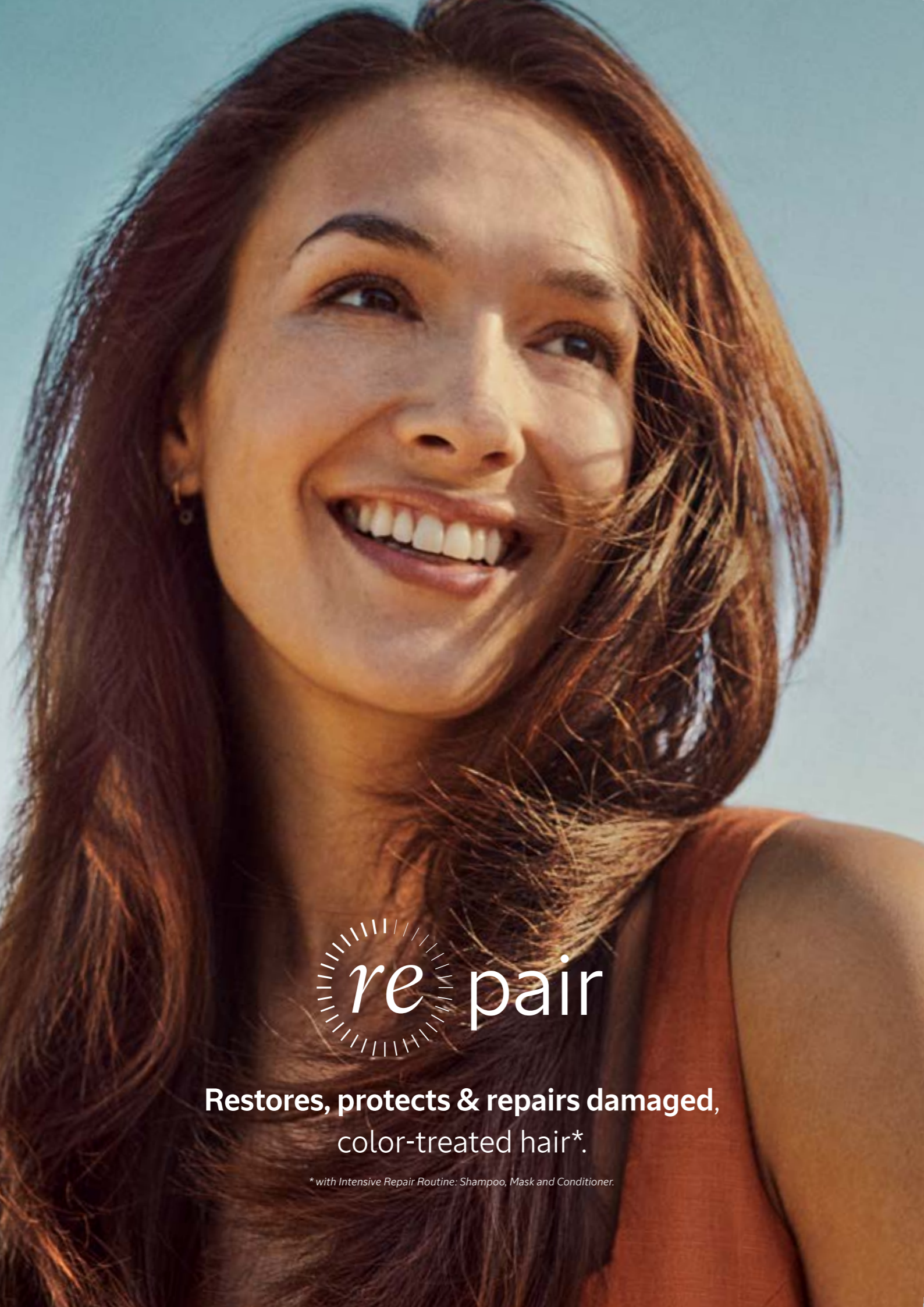


Purifying Freshness Conditioner
250ml
Also in 500ml and eco-refills

Essential oil & skincare active blend

• **Peppermint essential oil**
reduces sebum excess by 86%
activates the skin's cold sensory receptors
for instant cooling effect¹

• **Zinc**
reduces sebum production by 35%²



re pair

Restores, protects & repairs damaged, color-treated hair*.

* with Intensive Repair Routine: Shampoo, Mask and Conditioner.

NEW
Intensive Repair range



with angelica essential oil & plant protein

Intensive Repair Routine

Restores, protects & repairs damaged, color-treated hair.

Hair that is fragile due to heat or coloring is in need of repair. Daily hair styling results in a loss of essential proteins and lipids that hair needs to be healthy.

Did you know? Lipids such as ceramides are important for both skin and hair – helping to maintain the barrier function.

Good skincare products replenish skin with essential elements. Our Intensive Repair range does the same for your hair leaving it stronger, softer & smoother.

Who is it for?

Dry and damaged hair, colored-hair safe.

Efficacy Results:

+115%
repaired hair
after one use*

+84%
smoothness
after one use*

+100%
ceramide level
in the fiber
after one use*

-67%
split ends**

-46%
hair breakage**

*Efficacy test on 33 volunteers after one use of the Intensive Repair Shampoo, Conditioner and Mask.

**Efficacy test on 33 volunteers after 28 days of use of the Intensive Repair Shampoo, Conditioner and Mask.



Intensive Repair Shampoo
300ml
Also in 500ml and eco-refills



Intensive Repair Conditioner
250ml
Also in 500ml and eco-refills

Essential oil & skincare active blend

- Angelica essential oil helps to prevent breakage.
- Plant protein* repairs hair from within.
- Plant ceramides** protect hair cuticle and smooth hair shaft.

*in the Intensive Repair Shampoo and Mask.**in the Intensive Repair Conditioner and Mask.



Beautify

For your hair. For yourself.

Skin has different needs depending on hormonal cycles, diet, stress levels, climate and any products used. The same is true of hair.

Now, different hair needs can have their own tailor made ritual, with our mix and match treatments.

Rich in protein & lipids, powered by patented angelica essential oil, our mask and hair oil revitalize the hair by sealing cuticles and coating them in a protective layer.

NEW

Intensive Repair treatments



with angelica essential oil & plant ceramides



Mask 'Weekly Rescue'

A rich texture coats hair fiber to reinforce from roots to tips.

- Repairs damaged hair including split ends.
- Hair immediately has a mirror-like shine for 90% of women.*
- The mask is the ultimate revitalizing care for 94% of women.*



Sublimating Oil 'Multi-Use Drop of Shine'

Adjust the moisture level by either applying to dry or damp hair.

- 100% women find their hair shinier.**
- Revitalizes colored and dry hair for 97% of women.**
- Visible efficacy on split ends after 28 days.***



Anti-Frizz 'Daily Cream for Your Hair'

Your daily partner to make sure your hair stays protected, well managed and well styled – all day long.

- 24H frizz control. (tested in a 80% humidity environment).****
- Heat damage protection up to 230°C.****
- Smooth & silky hair.

*Consumer test on 31 volunteers after 28 days. ** Consumer test on 33 volunteers after 28 days. *** Clinical scoring on 33 volunteers after 28 days. **** Efficacy test on hair fibers.