

# L'OCCITANE

## EN PROVENCE

Shea 2026  
Press Release

loccitane.com



Liquid Soaps now available in  
store and on our website.

Karité Confort Renewed Collection  
available in store and on our website  
on 02 January 2026.



@loccitane\_nl  
@loccitane\_befr



#LOccitaneEnProvence  
#MeantToBeShared

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**In 2026, The Maison L'Occitane en Provence celebrates its 50th anniversary.**

For over half a century we have been weaving meaningful ties: celebrating the connections that are made stronger day after day, person to person, hand in hand. And throughout this milestone year, we will continue to honour those ties with special moments and celebrations, to be shared all year long.

So, to mark this milestone, we turn to **the hands**, a universal symbol of connection. They are capable of caring with a gesture and sharing warmth with a touch. It is this natural generosity that has guided L'Occitane en Provence since the very beginning.

Instantly recognisable in its iconic paint tube, the famous Shea Butter Hand Cream has been offering moments of comforting care since 1993.

Shared by nature, then shared from generation to generation, mother to daughter and friend to friend, Shea Butter Hand Cream has become a cherished and shared ritual of care.

That is the essence of Shea Butter Hand Cream and its bold new campaign; a care that is...

# MEANT TO BE SHARED.



# AN ICON BORN IN HAUTE-PROVENCE.

BORN OF HANDS THAT CREATE,  
CRAFT AND CARE.

Founder, Olivier Baussan, was born amongst artists who would fill canvasses with scenes that delicately detailed the Provence landscape. *“My mother was a painter. I remember seeing a tube of paint lying next to her palette”* he says.

Just as Provence was a great source of inspiration for her painting, her paint tubes were a great inspiration for our hand cream tubes. **They are a lasting tribute to hands that create, craft and care.**

Now synonymous with L'Occitane en Provence, the famous aluminium tube design is almost as iconic as Shea Butter Hand Cream itself.

With one picked every 5 seconds\*, it remains **timeless.**

\* Worldwide. January 1st 2024 to December 31st 2024, sell-in and sell-out, all sizes.

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The iconic design *“was an obvious choice... connected to my mother and to generosity... in symbiosis with the story of shea centering on women & sharing.”*  
Olivier Baussan, founder.



**Iconic packaging -  
Shea Butter Hand Cream 150 ml.**  
Made from 95% recycled aluminum.

## A LEGACY OF CARE.

BUILT ON AN EXCEPTIONAL INGREDIENT.

Since the 1990s, our experts in Haute-Provence have mastered the art of crafting high-dosage formulas with fast-absorbing textures, elevating the power of Shea butter to new heights of efficacy.

In the Shea Butter Hand Cream we have been able to formulate 20% Shea butter. This high concentration gives rise to the iconic velvety texture that has comforted countless hands, helping not only to nourish and soothe, but also to protect the skin from external aggressors while rebalancing its natural barrier.

Massaged into the skin, it isn't just nourishing, it's a sensory experience. The rich texture is absorbed effortlessly, leaving no greasy residue. Only supple, smooth skin and a delicate, powdery scent.

Universal, timeless and perfect for any occasion, whether it's a stolen moment at work, in store for a signature hand massage or at home each night, Shea Butter Hand Cream is the essence of a ritual of care.

More than just a cream,  
it is a little moment of self-care in a busy world.

**2x MORE**  
**NOURISHED SKIN\***

\*Efficacy tests on 32 women with very dry skin after 7 days of repeated washing with soap.

# A JOURNEY OF COMMITMENTS.

The Karité Confort range is made with 100% organic, fair-trade Shea butter.

L'Occitane en Provence launches a new chapter in its commitment to the Shea territory with a project dedicated to the whole forest ecosystem, created with and for the communities whose livelihoods depend on this precious resource.

L'Occitane en Provence works hand in hand with more than 6000 women across multiple cooperatives to produce Shea butter.

They call it 'women's gold.' Because they know how valuable Shea truly is. Not only for its exceptional properties, but because it is a vital source of income, playing a crucial economic and social role in their communities.

The Shea butter nourishes the skin, protects and restores hands to their natural beauty. But did you know that caring for your skin with Shea Butter Hand Cream connects you to a community of women in West Africa: the Shea butter producers?

It's a unique ingredient that can only be obtained through **cooperation and sharing**. Some women harvest nuts, others make butter.

They care for the trees sustainably, planting new ones and leaving enough nuts to regenerate, ensuring future generations can also benefit from this precious resource. **It's a sharing of skills, techniques and expertise.**

*"It's not just for us, but for our grandchildren and great-grandchildren. If we protect nature, it's not for ourselves - it's for all of Burkina Faso."* Abouma Edwige NEBIE, President of the Baguiomo Cooperative.



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## POISE & PURPOSE.

WE ARE PROUD TO SHARE THE LATEST  
STEP IN SHEA'S ICONIC JOURNEY.

Marking the Maison's 50th anniversary with a bold new campaign for Shea Butter Hand Cream, we celebrate human connections, care and the vitality shared from hand to hand.

Unfolding with purpose, the Meant to be Shared campaign idea is a poetic, elevated message, crafted with poise and care – visually expressed through campaign imagery that resembles a choreographed dance, celebrating and sharing the beauty of the everyday.

From the moment we apply the iconic cream, with simple gestures repeated in a caring ritual, it is almost like a dance begins.

It begins with us, but it is  
**MEANT TO BE SHARED.**

# SHEA HANDS & NAILS 4-STEP RITUAL.

INDULGE IN A SHEA MOMENT,  
FOR HANDS THAT FEEL CARED FOR.

## 1. CLEANSE

### Shea Cream Hand Wash 350 ml.

Gently cleanses while enveloping hands in comfort.  
Its pH-balanced formula respects the skin barrier.

## 2. EXFOLIATE

### Shea Hand Scrub 30 ml.

With finely ground shea walnut husks and nourishing shea butter,  
it leaves hands softer and smoother after each use.  
97% Feel their skin exfoliated<sup>(1)</sup>

## 3. NOURISH, SOOTH & PROTECT

### Shea Butter Hand Cream 150 ml.

Rich in 20% shea butter, it soothes, nourishes,  
and protects hands while strengthening the skin barrier.  
-83% Tightness sensations<sup>(2)</sup>

## 4. BEAUTIFY

### Shea Nails & Cuticles Oil 7,5 ml.

Infused with 30% shea oil, it helps to fortify the nails while softening  
the cuticles, leaving them visibly nourished and radiant.  
88% Feel their nails stronger<sup>(3)</sup>

<sup>(1)</sup> Consumer test on 33 people after 1 month.

<sup>(2)</sup> Self-grading assessment on 30 people after 7 days.

<sup>(3)</sup> Consumer test on 33 people after 2 weeks, France.

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Experience the Hands & Arms Precious  
Moment in Store: a soothing massage  
that melts away tension, inviting deep  
relaxation through expert gestures.

# EXCEPTIONAL SOAPS SINCE 1980

*CRAFTSMANSHIP -  
WHERE AUTHENTICITY MEETS  
MODERN ELEGANCE.*

Crafted without palm oil, our liquid soaps are made from premium vegetable oils, honoring the saponification process perfected by master soap makers in the Provence. Beyond the simple act of cleansing, we design a hands ritual that is meant to be shared and gifted.

Now available in a luxurious new format: the 350ml dispenser comes in an elegant glass bottle, designed to elevate your daily routine.



*Introducing the*

# NEW-LOOK KARITÉ CONFORT COLLECTION.

Elegance and soothing performance now share the same form. The Maison reinvents itself with new codes and newly refined designs, while preserving its beloved sensoriality.



# KARITÉ CONFORT.

L'Occitane en Provence combines traditional know-how with scientific research to create effective, sensorial products that leave dry to very dry skin comfortable and protected.

With enveloping textures and a delicate fragrance, each application becomes a comforting moment of care, transforming daily routines into a nourishing ritual.

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**Shea Ultra Rich Body Cream.**  
Clinically proven to moisturise and soothe, while strengthening the skin's barrier. Crafted to nourish, protect and repair, even sensitive skin.



## 24H CONTINUOUS HYDRATION\*

\*Efficacy test by comeometry on 10 people.

# CRÈME MAINS HAND CREAM

BEURRE DE KARITÉ  
20%  
SHEA BUTTER

L'OCCITANE  
EN PROVENCE

Shea Hand Scrub 30 ml - 12€  
Shea Hand Cream 150 ml - 25€  
Shea Nails & Cuticles Oil 7.5 ml - 15€

Shea Liquid Soaps 500 ml - 29€  
Shea Liquid Soaps in Glass 350 ml - 45€  
Refill Liquid Soaps 500 ml - 26€

Shea Cream Hand Wash 500 ml - 29€  
Shea Cream Hand Wash in Glass 350 ml - 45€  
Refill Cream Hand Wash 500 ml - 26€

Shea Hand Lotions 250 ml - 29€

Karité Confort Rich Body Scrub 200 ml - 34€  
Karité Confort Hydrating Shower Cream 250 ml - 22€  
Karité Confort Nourishing Body Oil 100 ml - 36€  
Karité Confort Ultra Rich Body Cream 200 ml - 42€  
Refill Karité Confort Ultra Rich Body Cream 200 ml - 38€  
Karité Confort Body Butter 150 ml - 39€