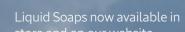
L'OCCITANE EN PROVENCE



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



@loccitane_nl @loccitane_be



#LOccitaneEnProvence #MeantToBeShared

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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.

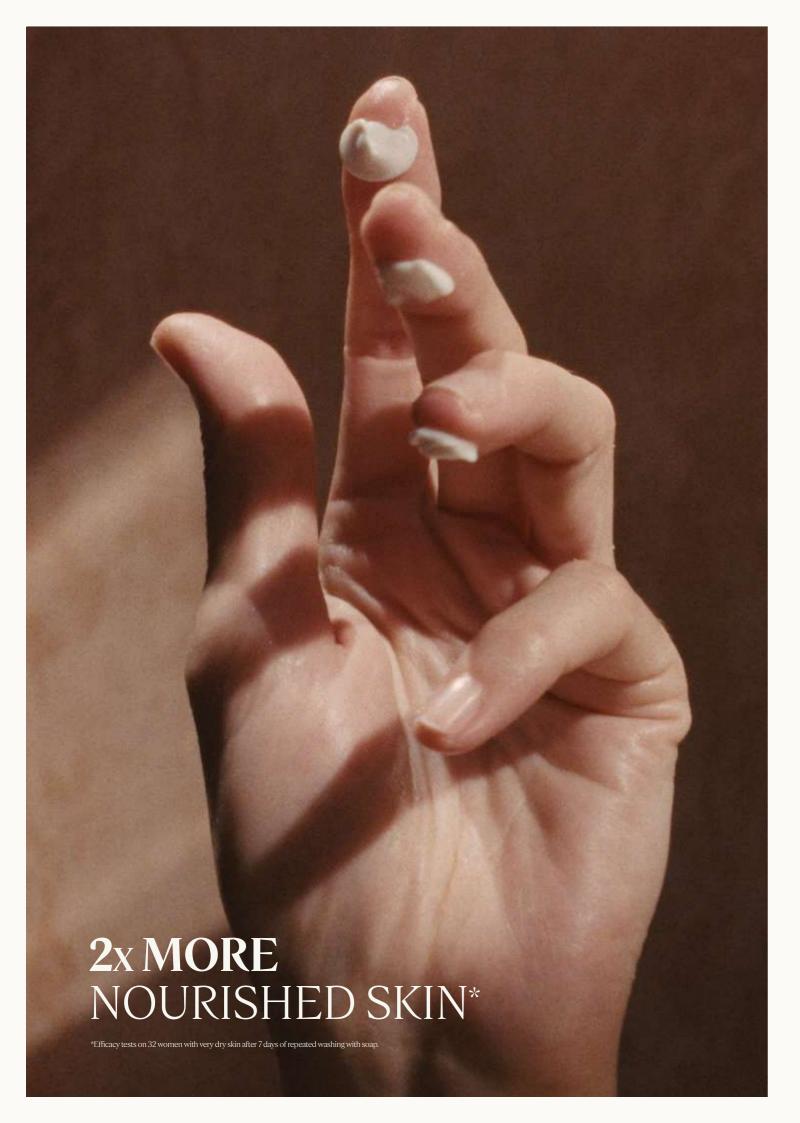
Just as Provence was a great source of inspiration for her painting, her paint tubes were a great inspiration for our hand cream tubes.

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**.





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.





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⁽¹⁾

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⁽²⁾

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⁽³⁾

(1) Consumer test on 33 people after 1 month. (2) Self-grading assessment on 30 people after 7 days. (3)Consumer test on 33 people after 2 weeks, France.



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.

L'OCCITANE





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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.



