



# L'OCCITANE

## EN PROVENCE

### PRESS RELEASE – External - For release

Issued by: International Brand Corporate Communications  
Issued for: External stakeholders (media/press/business partners, etc.)  
Date: 14<sup>th</sup> of June 2021  
Location: Geneva, Switzerland

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#### **L'OCCITANE en Provence - Committed to achieve a circular economy: Eight new European markets joining its in-store recycling program, in partnership with TerraCycle®**

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This Summer, L'OCCITANE en Provence stores in Belgium and the Netherlands will join the strategic partnership formed in 2014 with TerraCycle®.

They will be joined by Austria, Germany, Norway, Spain, Sweden & Switzerland. In addition, China is currently extending its recycling service to new stores and Thailand will also offer an in-store recycling service.

Aiming to achieve a goal of 100% of its company-owned stores having in-store customer recycling programs by 2025, L'Occitane will reach 65% of its target this summer thanks to these new programs.

Reducing Waste is one of L'OCCITANE's major commitments. To carry out this ambition, the brand has identified 3 pivotal steps in its fight against waste: 1) Reduce; 2) Recycle; 3) React. In-store recycling programs are part of the second pillar in our effort to tackle pollution.

As we develop our retail network beyond the existing 3,400 outlets in 90 countries, including over 1,600 company-owned stores, recycling solutions are an objective for all our boutiques. As cultivators of change, achieving a circular economy is one of our primary goals. In order to continue developing efficient waste management solutions, L'OCCITANE en Provence has partnered with innovative recycling companies, offering waste management programs that allow customers to easily recycle used product packaging at L'OCCITANE-owned stores.

L'OCCITANE knows the importance of recycling and aims to encourage its customers to recycle their beauty empties, by offering in-store recycling for items not accepted by public facilities.

As early as 2014, L'OCCITANE was one of the first beauty brands to partner with TerraCycle®, an innovative company specializing in recycling 'hard-to-recycle waste'. This partnership makes it easy for consumers to dispose of beauty packaging and empty containers, at any of the L'OCCITANE's stores. This waste is then processed by TerraCycle®, as opposed to ending up in landfills or being incinerated. TerraCycle® and our other recycling partners worldwide, such as iCycle, recycle materials not supported by public facilities, adapting their service to local capacity and regulations, which vary widely from country to country.

With the help of external partners, these companies recycle discarded beauty packaging into new products, such as outdoor furniture, picnic tables, flower planters etc.

A wide variety of packaging not generally recycled is accepted (see list below).

In Belgium and the Netherlands, packaging from any beauty brand are accepted in our stores. As Cultivators of Change, we also incentivize our customers in all their sustainable actions, by offering a discount in store.

Thanks to our efforts worldwide, over 2 million packaging items have been collected since 2014!

Before these eight new European countries joined the program, L'OCCITANE was already offering in-store recycling in 48% of its boutiques, worldwide. The 19 affiliated countries involved so far were: France, US, Canada, Australia, UK, Ireland, Japan, China, Korea, Malaysia, Hong-Kong, Singapore, Middle East (7 markets). And via its distributors, the following markets were also covered: Costa Rica, Ecuador, Honduras, Kyrgyzstan, Lithuania, Turkey, Guatemala and Argentina.

The brand's ambitious goal is to expand in-store recycling to 100% by 2025, which is why it is pleased to celebrate the arrival of these new countries to the program. By joining forces and acting locally, we will successfully tackle pollution and we believe that steps like these truly make a difference in the long run.

*“L'OCCITANE en Provence was the first beauty brand to join forces with TerraCycle® in Europe, to recycle ‘hard-to recycle’ beauty and skin care container waste. We are proud to partner with this committed brand, and give a second life to beauty product packaging.”*

**Julien Tremblin**, General Manager, TerraCycle® Europe

Read more about [L'OCCITANE en Provence](#) and the L'OCCITANE Group's global best practices and overall progress in environmental responsibility, in the [2020 Environmental, Social and Governance Report](#).

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#### L'OCCITANE en Provence: Beauty, respectful of people and nature

At the heart of L'OCCITANE's core values is a deep respect for the natural environment. From the creation of our formulas to the development of our packaging, L'OCCITANE en Provence is committed to turning consumption into regeneration. Since the dawn of the brand's existence, L'Occitane has pioneered and put in place many sustainable actions. In 1976, the year of its creation, L'OCCITANE launched a deposit system for glass bottles, which could be returned to the retailer. In 1992, through its “L'Action Mistral” Program, L'OCCITANE promoted the collection and recycling of plastics, to convince the French public and government of the need to collect, sort, and recycle. Ever since, L'OCCITANE has continued to take action in raw materials reduction, increase of packaging lifespan, and as much recyclability as possible. Currently, our bottles are made of 40% recycled plastic and are 92% recyclable.

#### L'OCCITANE en Provence in-store recycling - 2020 Key Facts:

709 retail outlets worldwide offer in-store recycling

979,781 units collected worldwide in a year

52,302 kg of waste salvaged

Since the 2014 start of the in-store recycling program at L'Occitane: 2,198,311 units collected and 94,003 kg of waste processed.

Empties accepted in our stores

Beauty packaging: lip balm tubes, makeup remover bottles and pumps, fragrances bottles and pumps, deodorant sticks.

Skin care packaging: face mask packaging, refill pouches, soap dispensers, facial cleansers, body lotions, hand creams.

Hair care packaging: shampoo and conditioner bottle pumps and caps, hair care dispensers and containers, hair product trigger heads, refill pouches.

#### About L'OCCITANE en Provence

*The brand was founded in 1976, inspired by the wonders of Nature. Produced in the South of France, the beauty products are created using essential oils and natural fragrances and developed in keeping with phytotherapy and aromatherapy principles. Guided by simple values such as authenticity, respect, generosity and entrepreneurship, the brand contributes to the development of local communities and the protection of biodiversity. There is a story behind each and every product line, as the brand personally knows its 47 direct producers and the exact plots of land where signature ingredients are grown. The L'OCCITANE en Provence laboratory brings together tradition and innovation to develop natural, effective, sensorial and sustainable cosmetics. The brand is presided over by Reinold Geiger and has a presence in 90 countries, with over 3,000 points of sale throughout the world.*

#### About TerraCycle®

*Founded in 2001, TerraCycle® ([www.terracycle.com](http://www.terracycle.com)) is the world's leader in the collection and reuse of non-recyclable post-consumer waste. TerraCycle® works with hundreds of major brands in twenty countries across the globe to collect used packaging and products that would otherwise be destined for landfills. It repurposes that waste into new eco-friendly materials and products that are available online and through major retailers. The waste is collected through TerraCycle's National recycling programmes, which are free fundraisers that pay schools, charities and non-profits for every piece of waste they collect and return.*