

L'OCCITANE Group announces new corporate mission



L'OCCITANE Group has unveiled its new corporate mission statement: With empowerment we positively impact people and regenerate nature.

Since its inception, the Group has curated a portfolio of entrepreneurial beauty brands all inspired by nature. The new corporate mission represents the next phase of its ambitious transformation into a geographically balanced, multi-brand Group.

Globally, employees of all levels were invited to contribute to the mission before its launch internally last September. To protect the mission over time and truly incorporate it into decision-making, the Board and shareholders have approved amending the company's Articles of Association to include ESG considerations. The Group also created a Sustainability Committee and each member of the leadership team has signed a letter committing to be a steward of the company's mission.

The origins of the Group go back to 1976 with the creation of L'OCCITANE en Provence by eco pioneer, Olivier Baussan. Taking a humanist approach to sustainability, Baussan reconnected customers to the natural world by offering them a range of organic products inspired by the untamed beauty of Provence. Under the guidance of entrepreneur and current Chairman, Reinold Geiger, supported by CEO, André Hoffmann, the Group has witnessed steady and sustained growth.

The three core principles of the mission are:

- To empower: the Group means to inspire innovation and unlock new opportunities for its stakeholders at every level, allowing them to create change and bring out the best in one another; this ethos extends to inspiring and bringing value to its consumers and communities
- To ensure the Group's actions have a positive impact on people is demonstrated by its unwavering commitment to the communities with which it works in terms of ethical sourcing, design, manufacture and sale of its goods. The Group firmly believes that everyone can make a difference by taking responsibility for one another and nature.
- To regenerate nature: a focus on nature and how the positive actions of all employees can have a direct impact on it; by joining forces, real change can be achieved across the entire cosmetics and agricultural industry

L'OCCITANE Group continues to expand its portfolio, with each brand demonstrating a strong identity, individuality and sense of purpose. While continuing to focus on their own businesses, all regard the new mission as a critical point of reference steering the actions of the entire organisation in an atmosphere of inclusivity.