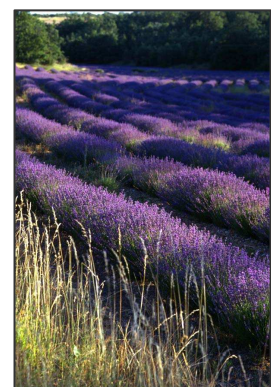




A first year of activity



*« The Foundation is a mirror that reflects the soul of L'OCCITANE »
Reinold Geiger et Olivier Baussan*



ACTIVITY REPORT 6 July 2006 – 30 June 2007

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EDITORIALS

Social action is an essential part of L'OCCITANE – a company that is one in spirit. L'OCCITANE has always been committed to preserving Nature (shown through its products), to respecting those who work with Nature, and to helping the visually impaired. By taking up these very causes, the L'OCCITANE Foundation gives a more concrete form to the company's actions.

The Foundation means a lot to me. I am delighted to follow in the footsteps of a company that has always had very strong, deeply rooted values – and to make these values my own. Over 30 years of L'OCCITANE's true stories correspond to real actions. Shea butter, as we know, is much more than a raw material; it is a story spanning 20 years that revolves around the women of Burkina Faso. In the early days, forty of these women made a living from shea butter. Today, they number 11 000. The "knowledge of Nature" in Provence is passed on to visually impaired children by L'OCCITANE's employee volunteer association "Provence dans tous les sens".

I am proud of all of these actions. And I hope that everyone at some point will take up the baton and become a spokesperson for the Foundation with the same sense of pride.

Reinold Geiger
Chairman and CEO of L'OCCITANE, President of the Foundation

The soul that has been at the heart of L'OCCITANE for the past 30 years is behind the birth of this Foundation. Every product created has been preceded by a focus on respect, ethics, the balance of resources and openness to others. These actions are given greater clarity and structure by the Foundation, which is a reflection of the spirit of L'OCCITANE.

Today, the Foundation's objectives are threefold. It aims to enable women in developing countries to achieve independence. It aims to safeguard the knowledge of Nature in Provence. And, since our profession and our land give us the daily opportunity to appreciate an environment that calls on all the senses, it aims to share this with the sensory-impaired.

Olivier Baussan
Founder of L'OCCITANE, Vice-president of the Foundation

Nowadays, it is the duty of a socially responsible company to demonstrate its social concern through community-based projects and initiatives. The Foundation aims to improve the standard of living of both the visually impaired and poor women in developing countries. But it is also tasked with preserving the environmental heritage of Provence. From this powerful and vibrant local position, we can continue to spread Provence's renown to the four corners of the globe.

I am fortunate to be involved in the life of the Foundation on a daily basis. We carefully study all proposed projects. All of our actions are of great importance and we will ensure that every single euro spent is put to good use. Projects are supported by the Foundation in a spirit of openness and generosity, and we want these projects to prosper following our involvement.

I am convinced that our sponsorship initiative, henceforth under the auspices of the Foundation, will find both meaning and strength. This will come from the enthusiasm, commitment and common values of respect and authenticity shown by everyone – employees, Foundation directors, NGOs and all those who work on the projects.

Bénédicte Menanteau
Director of the L'OCCITANE Foundation



1 – PROFILE OF THE FOUNDATION

Identity

- Corporate foundation created 6 July 2006 (official gazette)
- Founders: L'OCCITANE SA and Relais L'OCCITANE
- Purpose: to carry out community-based projects in three areas – sensory impairment, co-development with women from poor countries, and preservation of the botanical heritage of Provence
- Initial funding: 3 million euros
- Governed by a board of directors with 12 members
- President: Reinold Geiger
- Executive director: Bénédicte Menanteau

A significant Foundation

- In the corporate world: one of the very first created by an SME
- In the national Foundation league: ranked among the top third of foundations with the highest funding in France

Breakdown of resources in 2007

- By field of action – Sensory deficiency: 60%,
Women in poor countries and Preservation of nature: 40%.
- By geographical area – Abroad: 60%, France: 40%.

Project selection criteria

- **Application files:** The L'OCCITANE Foundation provides those putting forward a project with a project presentation template.
- Applications should be sent by e-mail to: info@fondation.loccitane.com
- Following receipt of the finalized project and all legal and financial documents mentioned in the project presentation form, the application is studied by the Foundation team.
- **Selection procedure:** The L'OCCITANE Foundation checks the conformity of applications and verifies that they are compiled correctly and that all documents necessary for their comprehension are provided.
- Selection is based primarily on further investigation and interviews.
- The Foundation places great importance on the concrete involvement of the project manager on the ground.

Partnership relations

The Foundation wishes to enjoy an active partnership with project initiators and to carry out internal and external communication campaigns to explain and highlight its support.

The Foundation may become involved in a variety of ways and become:

- **A project operator:** Design and implementation of a project jointly managed by the Foundation and one or more local partners (association or NGO).
- **A project financier:** Financing of projects carried out by charitable organizations in France and abroad.
- **A unifying structure for initiatives:** Actions co-financed in partnership with other Foundations.
- **A driver for internal mobilization:** Putting employees' skills to the service of co-development projects.
- **An administrator of donations collected internally:** Calling for generosity on the part of employees and for volunteers, for clearly identified projects.

2 – STRUCTURE OF THE FOUNDATION

The board of directors

Two thirds of the board is made up of representatives of the founders and their staff; one third is represented by individuals who are qualified in the Foundation's areas of involvement.

The members of this board carry out their duties free of charge.

Members of the Founders' Board

- For L'OCCITANE:

Reinold Geiger, President of L'OCCITANE

Emmanuel Osti, Chairman and CEO of L'OCCITANE

Olivier Baussan, Founder of L'OCCITANE

Henri Biard, L'OCCITANE director

André Hoffmann, President of L'OCCITANE Asia

Jean Louis Pierrisnard, Director of Research, staff representative

- For the "Relais L'OCCITANE" company:

Emmanuel de Courcel, General Partner and Director, L'OCCITANE Europe

Fabienne Godeau, regional manager and staff representative

Foundation directors designated as part of the Board of Qualified Individuals

Jean-Louis Bianco, President of the Alpes de Haute Provence Regional Council

Sophie Massieu, Journalist

Assetou Nikiema, President of the Burkina Faso Association for Girls and Young Women

Jérôme Schatzman, Manager of a fair trade company.

Officers

Reinold Geiger, President of L'OCCITANE, President of the Foundation

Olivier Baussan, Vice President

Emmanuel de Courcel, Treasurer-Secretary

The Foundation team

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Their role is to represent the Foundation to employees and the local press.

3 – PROJECTS SUPPORTED IN 2007

First focus: supporting projects for the visually impaired

Four projects in Burkina Faso and Mali

Three projects in France

Projects in Burkina Faso:

- The OPC (Organisation pour la Prévention de la Cécité [Organization for the Prevention of Blindness], a registered charity) project in Burkina Faso.
Financing of an anthropological study in conjunction with the CNRS, to discover how people behave when faced with ocular pathologies in the Peuhl region of Dori. A project to combat three blindness-causing diseases: neonatal conjunctivitis, trachoma and avitaminosis A. This involves raising awareness among women and training them – since women are the pillars of the family and responsible for children's health.
See the "blindness prevention and care" project file.
- Care for albinos. Albinism is a severe genetic disease that is seen as a sign of evil powers by many Africans. Albinos are rejected by society and do not receive the ocular and dermatological treatment that they so badly need. The Foundation finances this treatment at an Order of Malta clinic in Ouagadougou, which puts its sector 24 at their disposal.
See the "Albinos of Burkina Faso" project file.
- World Sight Day: Once again this year, the Foundation is taking part in this day. It is particularly celebrated in Burkina Faso – a country severely affected by ocular diseases linked to poverty and a lack of clean water and treatment. It will finance a wide-scale national media campaign in several languages in order to eradicate certain beliefs and bad habits and provide people with information and advice to stop preventable blindness.
See the "World Sight Day in Burkina Faso" project file.

Project in Mali:

- The Santé Sud project has been devised with other corporate foundations, brought together on the initiative of the L'OCCITANE Foundation. It unites their strengths and their networks on the ground, for wide-reaching action in rural areas and in Bamako. Handicapped children, including blind children, will benefit from this project in cities, along with families in the bush.
See the "Preliminary study for concerted project in Mali" project file.

Projects in France

- Accessibility of the Olive Tree Museum for the visually impaired. This museum is located in Volx – a real center for the cultural expression of the olive tree. Awareness and use of the olive tree dates back to over 20 centuries before Christianity. This museum will become completely accessible for the visually impaired, with areas associated with the different subject matters. There will be 3D elements to touch, engraved media, text in Braille and geographical maps in relief, resin oil lamps, engraved symbols along with audio explanations, moulds of leaves, combs, baskets, etc.
See the "Olive Tree Ecomuseum" project file
- Access to the world of work and new technologies. The Foundation is aware of the difficulties experienced by the visually impaired in accessing the world of work due to a lack of adequate training. It will offer professional training and job-seeking assistance to visually impaired people who are keen to use new technologies to join the world of work.
See the "Professional integration for the visually impaired" project file.
- Lire dans le noir: The association Lire dans le Noir invites authors to record their books in the studios of Radio France. These audio books are highly sought after and appreciated by the visually impaired, especially because they are made available at the same time as the printed versions.

The Foundation will support the overhaul of the association's website, which will thus become a portal where works can be downloaded, reducing the time it takes to obtain them, as well as the cost.

See the "Creation of the new website and platform design" project file.

Second focus: supporting economic projects for women in developing countries

A major project in Burkina Faso:

Bangre Noma

- The Bangre Noma literacy center. The project has progressed extremely well. As of this autumn, 150 women will be able to benefit from lessons at three different levels. The aim is to provide them with knowledge that will enable them to become independent – which will be of particular benefit for their children. The latter will be looked after in a separate building during the lessons in order to allow the women to learn in the best possible conditions.
See the "literacy training center" project file.
- The Bangre Noma vegetable garden. Adjoining the school, this garden will provide fruit and vegetables that are a source of precious vitamins to fight against avitaminosis A – a cause of blindness in poor countries. The children in the day care center will eat vegetables from this garden during the day.
See the "vegetable garden" project file.
- The canteen and medical cover. There is not only a canteen to welcome the children: thanks to an agreement with the Order of Malta, which has a clinic in Ouagadougou, the Foundation will provide the center's families and relations with free treatment and medicine.

Third focus: supporting "knowledge of nature" conservation projects in Provence

Two projects in France

- Salagon ethnobotanical museum. There are five themed gardens in the Salagon ethnobotanical museum, all of which are being renovated and enlarged. The Foundation will finance the fragrance garden, supporting its vocation of bringing the plants into contact with visitors (including many visually impaired people, who can access the gardens). At a later stage, an old still will be restored and put into operation for annual demonstrations.
See the "restoration of the Ethnobotanical garden" project file.
- Grasse international perfume museum. This museum, which has spread France's renown throughout the world, is being expanded, tripling its surface area. The Foundation is financing the prestigious "symbols and magic: the Middle Ages" room.
See the "International Perfume Museum" project file.



A soap for Sight

With the NGO Orbis

The product sold to raise funds for Orbis is made entirely in Burkina Faso



A cataract operation usually takes 10 to 20 minutes and costs €25

Soap that can save sight. In 2006, the sales of soft toys in L'Occitane, as well as the ticket sales for the ephemeral garden at the *Palais Royal* in Paris, raised more than €80,000 for Orbis. This contribution made it possible to treat and prevent blindness in children from a very poor region of Bangladesh, where 3 million have no access to even the most basic eye care. The unsold soft toys were handed out to these children on board the flying hospital in an attempt to ease their anxiety.

L'Occitane and Orbis go back a long way and their ties have just been strengthened by a new partnership with the L'Occitane Foundation. Over the past 6 years L'Occitane has raised funds for Orbis, an NGO whose headquarters are based in the United States.

Orbis is an organisation that has been fighting curable blindness for 25 years and owns the only "flying eye hospital" (DC 10 jet aircraft) in the world. This flying hospital helps tens of millions of people in need, and trains local medical staff so that knowledge is passed on to even the most isolated, poor regions.

L'Occitane and now the Foundation – who is taking over from L'Occitane – have utmost confidence that the funds raised are put to good use for important actions.

Since its inception, more than 900 training actions have been conducted in 85 countries, with a total of more than 120,000 health professionals having been trained. Over 3 million people have received direct treatments from Orbis.

In 2007, L'Occitane renewed its decision to sell a product in its shops for Orbis. Pushing the boundaries of solidarity even further, **the Foundation made soap sculptures in Burkina Faso to be sold in October.**

By 2008, this partnership should have made it possible to treat 25,000 children and perform 9,000 cataract operations in Bangladesh. The region of Moulvibazar was devastated by flooding which has had a terrible impact on health (including eye health). Owing to the lack of nearby health centres, Orbis will be training local eye specialists, nurses and biomedical engineers. The NGO will also be setting up the first clinic specialised in eye care for children in the region. This project will have a significant impact on thousands of lives.

Sight Month

To broaden the scope of its action, the Foundation has organised a **month dedicated to sight**. The Foundation is rallying its French network and subsidiaries worldwide to raise funds for Orbis, whose remarkable action in the field reflect sharing and solidarity, values upheld by the Foundation.

Board of Directors as of 13 March 2007

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Ecomuseum for the olive tree

The "olive tree" museum opened its doors in July 2006



The museum's goal is to support local olive oil producers using traditional methods

According to the archaeologists, **domestication of the olive tree** in the Mediterranean basin occurred some 5,200 to 5,700 years ago (between 3800 BC and 3200 BC), and it probably went on over a long period of time.

The ancient Egyptians knew about the olive tree more than 20 centuries before the Christian era. The olive tree is one of the plants that is most mentioned in the Bible.

With its trunk sculpted by time and its lush evergreen and gold leaves, this legendary tree potentially exceeds the longevity of the oak. The myth-laden, thousand-year-old olive tree has become a symbol for the populations living in the Mediterranean basin who both relish and share the ancestral gestures behind its culture.

The **Olive Tree Ecomuseum** has become a true centre of cultural expression. It boasts 1,000 m² devoted to museum activities and exhibitions that are both interactive and entertaining, allowing you to explore the universe of those who have cultivated the olive tree in the Mediterranean basin for centuries. The ecomuseum also has a temporary exhibition area and a conference room available for olive oil tasting workshops, meetings and conferences on the olive tree (artists, scientists, historians, olive oil producers from the region and the Mediterranean basin). Designed by the museographer J. M. Gaillard, the ecomuseum makes use of strong symbols such as light, which has often been associated with the olive tree. Aspects such as the land, olive harvesting, olives, olive oil tasting customs, and olive oil production can all be discovered in one uniquely modern structure.

A circuit for the visually-impaired! The museum can already be accessed by the mobility-impaired and now the blind have access to the main museum exhibitions thanks to a booklet that provides explanations in Braille. This L'Occitane Foundation-funded project involves creating spaces related to the main displays, making it possible to follow the exhibition step-by-step by touching volumes, engraved educational media and Braille texts: a geographic map of the Mediterranean basin in relief, resin oil lamps, engraved symbols with recorded explanations, casts of olive leaves, olive rakes, baskets and other tools are all provided with explanations. The exhibition is an enriching experience for your taste buds and your sense of smell, not to mention pleasure to your ears.

Proposal voted by the Board of Directors on 16 October 2006.

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Prevention of blindness in the Dori region (north of Burkina Faso) with OPC

*Access to eye
care is currently
impossible
in the bush*



*Fulani women
are at the heart
of the OPC
programme in
the north of
Burkina Faso*

Eye pathologies generally spread in conditions of extreme poverty. The African continent – particularly affected by such diseases – tallies 29 of the 35 countries considered to have a low human development index. Other than the difficult geographical context, the average illiteracy rate varies between 20% and 50% in sub-Saharan Africa, drinking water and drainage systems are largely lacking, and access to hospitable health services of good quality is impossible for most.

There are a number of medically-defined diseases: eye infections such as trachoma, as well as other well-known diseases such as tuberculosis, diarrhoea, dermatosis, and acute respiratory infections. They are above all poverty diseases and reveal inequalities.

The French National Centre for Scientific Research (CNRS) will be collecting precise information on the terms used by the locals (children, men, women and the elderly) to name or describe eye diseases in the region of Dori. The CNRS will also be recording various accounts from blind people (when they became blind and their experience). Correlations will be drawn between what is being said by the locals and what can be observed of the pathologies. This study will also focus on how eye health is dealt with in the family, as well as on care and prevention of eye diseases, popular 'wise' remedies, and local practices and methods of interpreting diseases. Lastly, the study will describe interactions between the care-givers and the care-receivers in the different health structures in the region.

The OPC – a non-governmental organisation of public interest and official partner of WHO – is devoted to finding, promoting and implementing the means needed to fight both blindness and the factors responsible for eye disease. Present in France and numerous developing countries, especially in the 17 French-speaking African countries, the OPC's training division is developing programmes and helping to train nurses specialised in eye care. The OPC always works in collaboration with the representatives of national blindness prevention programmes in the French-speaking countries.

As part of this project financed by the L'Occitane Foundation and based on the results of the above-mentioned study, the OPC will be **relying on the women from these diverse Fulani communities to influence the three modifiable factors that have been identified for the existing configuration: knowledge of the populations, their behaviour in terms of care and prevention, and the practices of care-givers.**

Proposal voted by the Board of Directors on 16 October 2006.

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Summer Fragrance Workshop in Upper Provence for blind youths

with the Association '*Provence dans tous les sens*'¹

*Workshops are
open
to blind youths
from both France
and abroad*



*Discovery of
Provençal scents
is a unique
experience for
young blind
students*

The association called '*Provence dans tous les sens*' was created in 1990 by staff members of L'Occitane. This association organises summer fragrance workshops in Upper Provence for blind children and adolescents. The main goal is to give these visually-impaired or blind children a little happiness and to introduce them to the professions of the perfume industry. This is how the association is able to combine their profound respect for the disabled with their desire to pass on know-how of nature in Provence, another field of interest shared by the L'Occitane Foundation who is supporting the association's projects in 2007. The association has several operational partners in Forcalquier: the European University of Scents and Savours (in-depth discovery of plants, essential oils and their uses), and the ethno-botanical gardens in Salagon (visit of the gardens and distilling workshop).

The young students come from both France and abroad so as to encourage intercultural exchanges. Some groups of blind adolescents are selected on an application basis by foreign foundations. Other groups come from specialised French schools and foreign associations, e.g.: AFB, Royal Blind Society.

The course content is intended to stimulate the senses through fragrances and perfumes found in Provence, and to build knowledge of plants and their uses, as well as essential oils and their uses. The learning process focuses on helping students discover their own capacities to learn, smell and create in an intercultural environment that is not available on a daily basis.

With support from the L'Occitane Foundation, the association will be able to organise two trips a year for a dozen adolescents of various nationalities which will enable them to discover the world of perfume and essential oils thanks to Lucien Ferrero (perfumer) and Edwige Queffeuilou. Other than organised walks in Provence to discover plants in their natural environment, the students will meet Olivier Baussan – L'Occitane's founder – and will learn how to create a "fragrance tree" at the Salagon Priory which will be exhibited during the garden festival on 2-3 June 2007.

Proposal voted by the Board of Directors on 16 October 2006.

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¹ Provence in every sense



Albinos in Burkina Faso with the Order of Malta and the ANIPA²

*Albinism
particularly
affects the
populations of
Africa*



*The Order of
Malta health
care centre has
reserved 'Area
24' to provide
Albinos with eye
and skin care*

Albinism is a genetic disease for which there are two main categories in humans: oculocutaneous albinism and ocular albinism. This disease is characterised by a lack of pigmentation in the eyes, skin and hair due to a defect in melanin production. At present, several genes have been identified as being responsible for various forms of albinism but their functions are still poorly understood. Other than altering the person's physical appearance, albinism is a serious genetic disease affecting sight and is responsible for 5% to 10% of vision loss in the world. The lack of protection against the dangerous effects of the sun adds to the problem in Africa: Albinos are frequently victims of skin cancer which causes death. Beyond the medical implications, Albinos in Africa are also victims of discrimination due to beliefs designating them with magic or evil powers, which leads to their ostracism even in the educational and professional spheres.

The Order of Malta (the oldest charitable organisation in the world) in collaboration with the **ANIPA** has been organising days devoted to the free medical consultation of Albinos in 'Area 24' of its health care centre since 2006. Other than medical care, glasses and suntan creams are also handed out to Albinos. Owing to a lack of melanin, Albinos have skin and eyes that are extremely sensitive to the sun. The President of ANIPA and its scientific committee have praised these free consultations which they believe help raise awareness and spread the news of this health care programme to all Albinos in Burkina Faso.

One hundred children were treated in the first year of this programme. The L'Occitane Foundation shall be picking up this voluntary initiative by supporting eye and skin consultations given at the health care centre by two specialists from the Ouedrago Hospital in Ouagadougou.

Proposal voted by the Board of Directors on 13 March 2007.

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² Association Nationale pour l'Intégration des Personnes Albinos = Burkina Faso National Association for the integration of Albinos



World Sight Day in Burkina Faso

With the National Blindness Prevention Programme

Burkina Faso has only 20 eye specialists who tend to be located in the main towns



A blind adult needs child guide, as this statue shows in Ouagadougou

Burkina Faso has one of the highest rates of blindness in Africa: **175,000 blind** people for a population of more than 11 million, with only has 20 eye specialists according the Burkina Faso Ministry of Health. About 65% of all blind people in Burkina Faso lost their sight following a cataract. More than 15% of the visually-impaired suffer from trachoma, a contagious disease that causes inflammation of the conjunctiva and cornea. The Minister of Health estimates that 1.5% of the population is blind, in comparison with an average of 1.2% for all the South Saharan countries. Over the past 30 years, **the government has led a successful campaign to eradicate "river blindness" otherwise known as onchocerciasis.** Several cases still persist, particularly in places where people depend on rivers and streams for drinking water, however it is no longer considered a threat to public health. Civil servants working for the Minister of Health have declared that a vitamin A deficiency in diets is mostly responsible for the prevalence of cataracts in Burkina Faso.

World Sight Day is celebrated on the second Thursday of October each year and was deemed necessary owing to the sheer scale of the problem throughout the world: **somewhere in the world, someone goes blind every five seconds; every minute a child becomes blind.** World Sight Day is organised by **VISION 2020: the right to sight.** **VISION 2020** is a joint initiative by the World Health Organisation and the International Agency for Prevention of Blindness (IAPB) that aims to eliminate the main causes of avoidable blindness by 2020. The goal of this event is to raise awareness of blindness and vision loss on an international scale, and muster support and commitment in favour of sight for all.

The media plan for blindness prevention in Burkina Faso aims at improving eye health by 2008 by informing populations of blinding diseases (cataract, conjunctivitis, glaucoma, loss of visual acuity, and ametropia) and how to deal with them. National, community and denominational radio stations, as well as the local written press will be put to the task: socio-educational messages will be communicated via the media in the country's main languages spoken (Moore, Dioula, Fulfulde and French). The ophthalmologist Doctor Bernadette Yoda is the person behind this National Blindness Prevention Programme and acts as the coordinator.

The L'Occitane Foundation is supporting this programme for the second year running.

Proposal voted by the Board of Directors on 13 March 2007

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**New website and creation of a technical platform
to download payable audio books**
with the Association 'Lire dans le Noir'³

*A workshop lets
the public
discover how the
audio-books are
made.*



*In a special
armchair, the
public can listen to
an audio-book.*

Lire dans le Noir was created in memory of the blind journalist Julien Prunet and strives to improve the independence of visually-impaired people by providing them with access to current literature. The association makes audio books in collaboration with the authors themselves. These books are recorded in professional studios and are either lent to those who cannot read or are sold in bookstores. The blind can therefore buy quality books in the same conditions as everyone else, while introducing those with sight to the pleasure of reading aloud.

Project: The almost 5-year old website will be entirely remodelled so as to offer net surfers – blind or otherwise – with a range of services making it possible to keep up to date with the latest in audio books, and to exchange information or remarks with other readers, as well as download audio books on-line for a fee. The website will also be graphically redesigned to make it more user-friendly and quicker to use.

Objectives: For visually-impaired people who often have trouble moving around, downloading is the perfect solution: you can buy a book in just a few clicks, and it cheaper than buying a CD boxed set. This new website therefore aims to make culture more accessible to the blind and the visually-impaired. A more modern, interactive site may also attract a new public in audio books, especially the youngest audiences. If this method of reading could seduce a wider audience, editors would more easily record the most popular literature to the sheer delight of visually-impaired readers.

Proposal voted by the Board of Directors on 13 March 2007.

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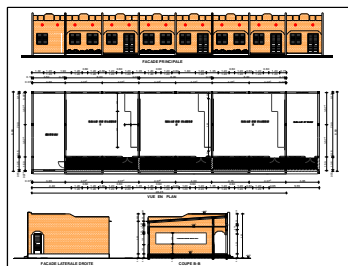
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³ Read in the dark



Literacy & Training Centre for women and young girls with the Bangra Noma Association

*The literacy centre
under construction
in March 2007*



*Plans of the
Bangre Noma
Centre with 3
classrooms for a
capacity of 150
women per year*

The women in Burkina Faso belong to communities with which L'Occitane has forged close ties. The shea tree brings together a women-only community both during harvesting and production. They are among the poorest and most destitute women, with only 7% of them knowing how to read and write. By banking on these women who are always looking for ways of surviving and providing for their family, the L'Occitane Foundation was able to realise just how much they desire to improve their daily lives. Over time, we have been able to assess the courage and hard work of these communities of women. We have also been able to measure how extra income as a result of training can impact their lives and those of their children who will finally have to chance to be schooled. The Foundation hopes to support them in their determination to escape their precarious living conditions thanks to its particularly cherished project that our teams are watching very closely.

Bangre Noma, which means "nothing greater than knowledge", is built next to the centre where the shea fruit is transformed into butter for L'Occitane. The Foundation hopes to work in the field with these women, hand in hand with the company's production centre. Open to all women wanting to learn so as to gain the independence they are so lacking today, the Literacy & Training Centre will be divided into several spaces: one for teaching, one for child-caring, and one for the vegetable garden to help provide vitamin A in the fight against blindness (see "Vegetable patch" information sheet).

The project's goal is to eliminate illiteracy and train 150 women every year. Teaching will be broken down into three levels: basic training taught in Moore language, practical training courses focusing on production techniques, and additional training in French. The final objective is to develop the skills of these women so they can be trained for other jobs that can provide extra income.

Proposal voted by the Board of Directors on 16 October 2006.

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Vegetable garden in Burkina Faso with Association Bangre Noma

*School site, within
which the garden
will be planted.*



*The karite
workers, future
students at the
center of
Bangre Noma*

Burkina Faso is a poor country ranking 174th out of 178 by the UNDP, at the limit of food safety. The life expectancy at birth does not exceed 47 years. A quarter of the children there do not reach the age of five. 81% of its population must survive on less than two dollars per day. In the rural zones, only one person out of twenty has decent sanitary facilities and 20% only of the adults can read and write, 7% in the case of women, who are in majority ignorant and illiterate. **Education remains the most effective means to fight poverty.**

The association "Bangre Noma" which in More language means "nothing is more essential than knowledge" is a Burkinabe association with a humanitarian vocation, aiming at the elimination of illiteracy and training of the women. Its school- training center, financed by the L'OCCITANE Foundation, will be ready in 2007 to welcome 150 women per year, with 3 levels of teaching. During the classes, their children will be kept and fed in an contiguous building. **Red fruits and green leaves, natural vegetable sources of carotenoids, miss today in the usual food of these children.**

The objective of the vegetable garden of 300m², located in the enclosure of the school is thus double: **to use the plants to fight malnutrition and particularly vitamin A deficiency**, and consequently, to fight an avoidable blindness. In addition, **to train the women to known and exploit these market-gardening products, which are intended to become a complementary source of income for them.** The vegetable garden which will function on bio principles, will be a space of practice in agricultural production, equipped with a water point, a well, a kit of irrigation drip, three pits for the composting, using organic manure, seeds and natural insecticides (seeds of neem), and equipped with a hedge of moringa (whose leaves are used as vegetables, and oils extracted from its seeds used in the cooking) and peas of angole (containing glucids, minerals, sterols, proteins, vitamins, tannins).

Project voted with the Board of directors of October 16, 2006..

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Your donations, which will be doubled by the Foundation, are all welcome until December 31, and can be made out to: FONDATION L'OCCITANE – JARDIN POTAGER, and sent to: Zi St Maurice 04100 Manosque. A receipt of donation will be delivered, for tax deductions.



International Perfume Museum in Grasse

With the 'Association pour le Rayonnement du Musée International de la Parfumerie'⁴

Salt baths,
Thalassa - L. Oury
France (1890-
1895)



Ointment vase and lid
Blue-glazed ceramic
Egypt – Middle Kingdom
(2160 - 2200 BC)

Perfume made Grasse and France famous worldwide, which is why it was perfectly justified to honour the perfume industry through a museum devoted to its history and the progress of its techniques over the centuries.

The International Perfume Museum was opened in 1989 with full support from the perfume industry. From processing the raw materials (enfleurage, distillation, extraction) to composing perfumes, the museum unveils the secrets behind the creation of perfumes. This 'fragrant' visit is followed by a collection of antique and modern objects retracing the world of perfume and make-up over the past 4,000 years, including Queen Marie-Antoinette's travel kit. The tour ends with a visit to the greenhouse to discover the magic of plants used to make perfume. The museum is located in several sites symbolising Grasse's history: the pavilion marking the entrance to the old Hugues-Aîné perfumery built in the 19th century, and the remains of the old Dominicans' convent built in the 16th century, leaning against the city walls dating from the end of the 16th century.

The extension should be finished in 2008 and will increase the museum's surface area from 1,500 m² to 4,000 m², while adding a chronological tour and an international dimension to the museum. Each section will describe the raw materials, as well as the extraction, production and marketing techniques specific to each era. The sociological aspects of the industry will also be covered. This project represents a gigantic worksite worth €6 million which requires help from companies to finance the scenography. The goal is to welcome 80,000 visitors every year, of which 2,000 will be children.

The museum will also have the privilege of welcoming part of the relocated collection from the *Osmothèque de Versailles* (perfume conservatory). The *Osmothèque* boasts a rich collection of perfumes from the past and present where visitors – professional or curious amateurs – can smell all the perfumes their heart desires, now carefully preserved for eternity.

Based on the French Act dated 1 August 2003, the Museum's curator, Marie Grasse, suggested putting the project to the perfume industry and reserving specific sections to those wishing to provide financial support. The L'Occitane Foundation is financing the section "Prestige No. 10 – Symbols and Magic: The Middle Ages" over a period of three years, thus contributing to the promotion of the Grasse perfume industry throughout the world.

Proposal voted by the Board of Directors on 16 October 2006.

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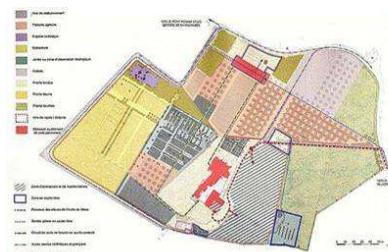
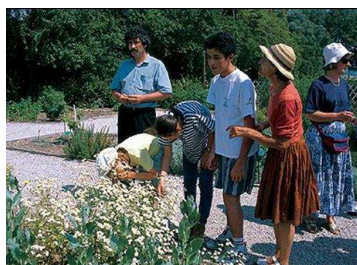
info@fondation.loccitane.com

⁴ Association for the Promotion of the International Perfume Museum



Renovation of the fragrance garden at the Salagon ethno-botanical museum

The fragrance garden



Plan of the new layout to be finalised in 2008

Salagon

The Salagon garden epitomises the rapport between the Upper-Provençal population – traditional yet contemporary – and its environment. These very varied rapports can be felt through their popular names for plants, their knowledge and use of plant remedies, the survival of regional fruit and vegetable varieties, the adoption of plants from other continents, artistic creations, and ritual uses.

The Salagon ethno-botanical garden is currently divided into 5 thematic gardens. These gardens are host to numerous events for both children and adults. The gardens offer guided tours, **signposting for the blind** (among others), and an audio-guide available in 4 languages. Every year Salagon takes part in a national event called the "*Rendez-vous aux jardins*"⁵.

Fragrance garden

Initiated by the Departmental Council, a master plan for the development of the gardens was finalised in 2006 in preparation for the years to come. **The first phase involves redesigning the fragrance garden** with support from the L'Occitane Foundation so that the plants are in much closer contact with the visitors. Created in 1989, the garden now needs a little cosmetic work to freshen it up and will therefore be redesigned to make it more attractive to visitors.

Restoration of the distiller

In addition, the fragrance garden will be enhanced by a space devoted to the distillation of aromatic plants. This includes restoring and installing a distiller that will be operational. The project involves moving a distilling unit into a small building that will be built at the entrance to the Salagon Priory. The distiller will serve as both an example of Provençal heritage and a support for activities with the general public. It should be operated two or three times a year during theme days. The new building will therefore have to take into account technical operating constraints and safety standards for the public.

Proposal voted by the Board of Directors on 16 October 2006.

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⁵ Garden get-togethers

4 – L'OCCITANE STAFF GET INVOLVED IN THE FOUNDATION

Corporate stewardship.

- **School kit collection**

Following the successful toy collection for the day care facilities at the Bangre Noma center and the 5,000 raised for the vegetable garden, the Foundation is organizing a new collection among L'OCCITANE employees: school kits that will be handed out to the women at the Bangre Noma center when school opens again in autumn.

- **"Provence dans tous les sens"** is organizing training courses for young blind people. This association, created by L'OCCITANE employees and supported by the Foundation, offers young blind people from France and abroad twice-yearly courses introducing them to the scents of Provence and professions in the perfume industry. See the "courses focusing on plant knowledge" project file.

- **Employee association for co-development**

The creation of a line of shea butter products by and for the women of Burkina Faso. L'OCCITANE employees have created an association named "L'OCCITANE Nord et Sud" and voluntarily put their skills and time to the service of the women of Burkina Faso, to help them to create and sell their own line of shea butter products. This should help them to improve their everyday life and that of their family. A woman in Burkina Faso often provides for some 20 people. More than 35 employees have registered and are ready to face this challenge.

- **The charity product for ORBIS**

This year the sale of a charity product for ORBIS is being repeated in L'OCCITANE stores worldwide. Social concern is taken even further by having the sculpted soap produced in Burkina Faso, based on a sculpture by a blind American artist. The aim is to help ORBIS to treat 25,000 children and to carry out 9,000 cataract operations by 2008 in the Moulvibazar region of Bangladesh. See the "The month of sight" project file.

5 – THE IMAGE OF A COMPANY THROUGH ITS FOUNDATION

Ethical commitment

- L'OCCITANE, a responsible company, is driven by an ethical approach centered on three values: respect, authenticity and sensory pleasure. Taking the company's social and environmental responsibility one step further, the Foundation is devoted to social action and environmental protection initiatives in France and abroad.
- The Foundation is guided in all of its actions by the desire to enable everyone, regardless of their situation, to have access to decent living conditions.
- Personal independence and responsibility are at the center of its preoccupations. The programs it initiates are primarily concerned with ensuring that its beneficiaries are given the means to take charge of their life and play an active role in their social community.
- The Foundation's ambition is to help to improve these people's quality of life with projects that are anchored in economic reality.

Values that bring meaning to action

- **Respect:** openness to others, the desire to live in harmony with others, respecting their culture, their environment and Nature. Supporting projects associated with clearly identified communities in order to foster project monitoring, the provision of skills and staff volunteering from a co-development perspective.
- **Authenticity:** supporting concrete projects expressed in simple terms and preserving the authenticity of traditions, know-how, and social and economic balance.
- **Sensory pleasure:** sharing and discovering the qualities of our natural environment and the professions associated with it.

The commitment and involvement of company employees

- Involving L'OCCITANE employees in co-financing projects with the Foundation (market garden).
- Organizing collections of the goods necessary for the success of certain projects (books, educational games, school supplies).
- Seeing the world through different eyes and providing assistance that is useful to others. (Creation of an association intended to provide women in Burkina Faso with the skills they need to launch a range of beauty products made with shea butter. Mission trips to the area are already planned).

The Foundation does not act alone

- The Foundation boosts and expands its partners' projects.
- It supports initiatives by subsidiaries.
- It supports involvement by group employees.
- It works in close collaboration with its partners in order to get the very best out of its investment. Sponsorship does not seek to gain something directly in return, but it is not a free gift either. It is a legitimate act that allows a company to assert its social commitment and defend its values of responsibility and social action.

6 – FOUNDATION COMMUNICATION

The website

Accessible to the visually impaired
Created free of charge by Grégory Hromis' IT team,
Paris,
and by Sourelly Heredia, for the US version.

In French:
<http://fondation.loccitane.com>
In English:
<http://foundation.loccitane.com>



The newsletter

The first issue was published in December 06
in French and English

Next issue: Special Sight edition in September 07



Extranet

Documents available on the extranet:

- Activity report for 2007
- Project files for 2007
- Films for 2007:
 - The Foundation and blindness
 - The Foundation and women in developing countries
 - The Foundation and Nature conservation
 - The Foundation and sponsorship in the form of expertise

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