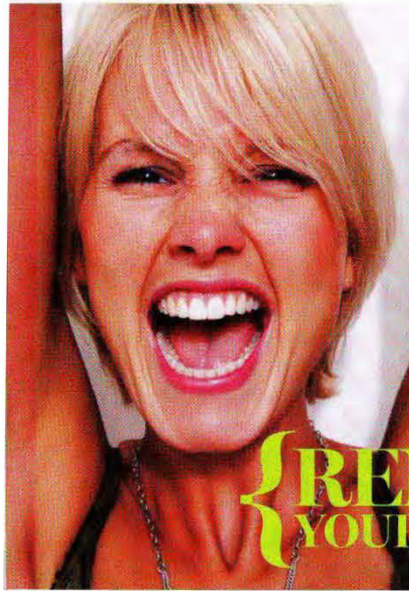


Exhibit A: *Shape* magazine advertisement

ADVERTISEMENT

The *Shape Up* Plan

Peel off the layers of winter and reveal a sleek new you just in time for Spring



{RENEW}
YOUR SPIRIT

Out with the negative, in with the positive. Learn to lighten up, and let go of the emotional build up. Replace each negative thought with a positive affirmation and see what a difference it makes in your state of mind.



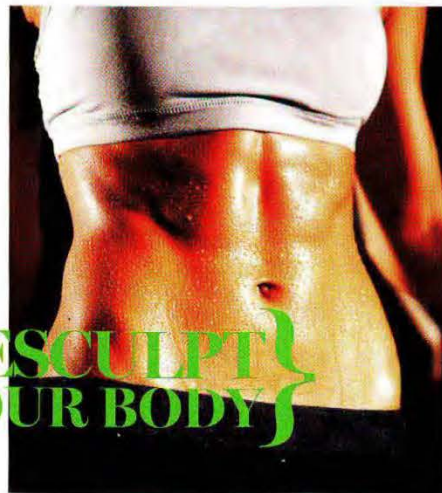
{REFRESH}
YOUR LOOK

Get a more polished look by paring down your closet to essential pieces that you can mix and match to make an array of stylish outfits for every occasion. Multi-tasking "musts" like a white button down shirt or a neutral colored cardigan will be easier to pair up than last year's trendy top.



{REFINE}
YOUR DIET

Consuming a healthy, balanced diet and eliminating refined foods (white bread and rice, sugary cereals and pastries) from your diet may lower your overall body fat percentage and can help to reduce the appearance of unsightly dimples. The high fiber content in whole grains also helps to treat and prevent cellulite, according to the University of Maryland Medical Center.



{RESHAPE}
YOUR BODY

Strong, toned muscles increase your metabolism and burn calories more than cardio-only workouts, walking or stair climbing. Incorporate core strengthening exercises and resistance training into your usual workout. Be sure to pay attention to your form so you get the best results.

ADVERTISEMENT

Body Sculpting Solved with L'OCCITANE

L'OCCITANE has harnessed nature's secret, with body sculpting almond extracts cultivated in the south of France. We've teamed up with the Shaping Experts to bring you a firmer, smoother body... and it's all just 4 weeks away!



Almond Shower Oil

Use as a cleanser or a shaving base to leave skin silky, supple and ready for application of your targeted shaping expert.

{BEST SELLER!}



Almond Milk Concentrate

96% of women saw smoother skin.*

This velvety, multi-tasking body cream for daily use nourishes, firms and tones the skin.

*Consumer test conducted on 25 women after 28 days of use.

{BODY SMOOTHER}

Almond Shaping Delight

3 out of 4 women saw firmer, lifted skin.*

This luxuriously lightweight massage gel instantly melts into the skin to help visibly refine and sculpt the silhouette.

*Reported by 25 women after 4 weeks.



{SCULPTING EXPERT}

Almond Beautiful Shape

Trim 1.3 inches in just 4 weeks.*

This ultra-fresh gel-cream helps to visibly reduce the appearance of cellulite, while smoothing and firming the skin.

*Centimetric loss measurement of thigh circumference.

{CELLULITE FIGHTER}



Mark Your Calendar

Exclusive event with L'OCCITANE and SHAPE!



**Your Gift!
A \$40 Value**



WHEN: Thursday, April 5th

WHAT: Enjoy an exclusive party with expert tips and detoxifying beauty treatments. Plus, receive a special gift with any \$25 purchase.

WHERE: To find an event near you, visit usa.loccitane.com/ShapeUpEvent

Exhibit B: Direct mail advertisement

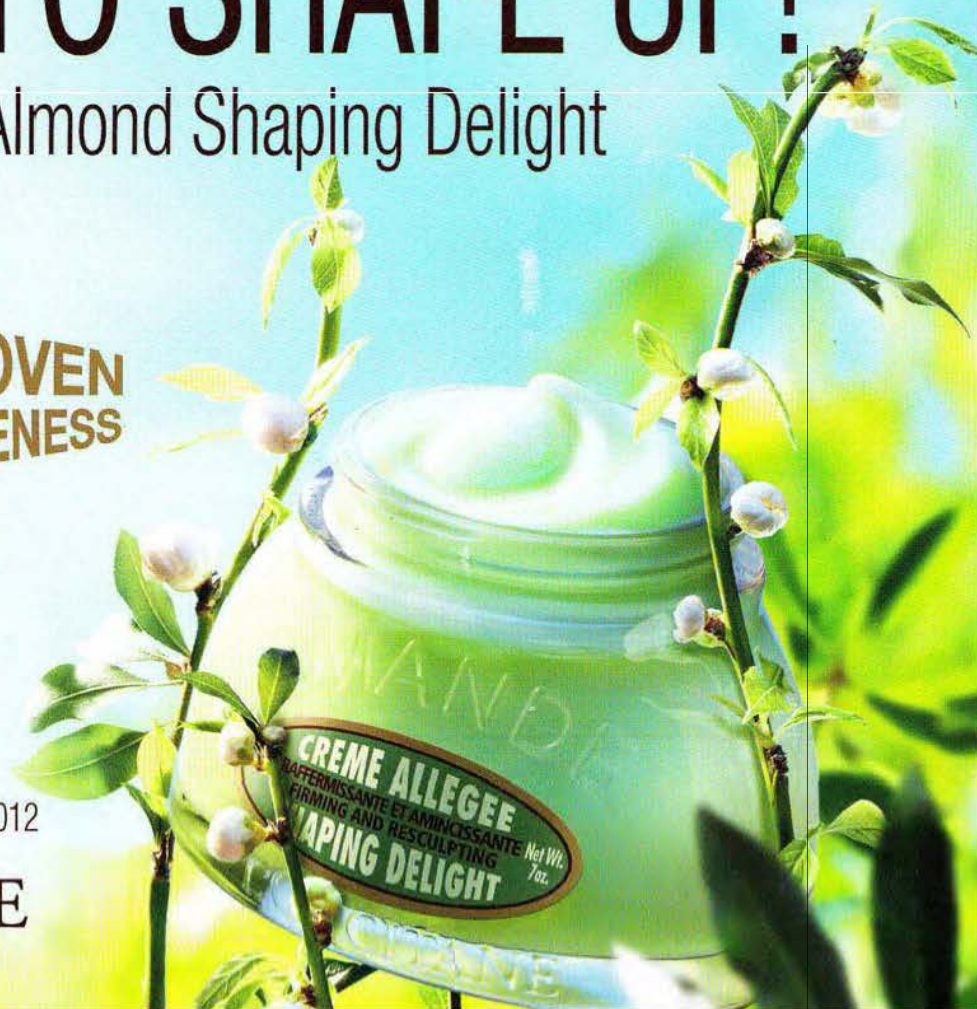
TIME TO SHAPE UP!

NEW Almond Shaping Delight

**CLINICALLY PROVEN
SLIMMING EFFECTIVENESS**

In Boutiques and Online March 19th, 2012

L'OCCITANE
EN PROVENCE



A noticeably slimmer, firmer you... (in just 4 weeks!)

NEW! ALMOND SHAPING DELIGHT

\$48 7 oz. #29BC200A2



**3 OUT OF 4 WOMEN SAW
FIRMER, LIFTED SKIN.***

This luxuriously lightweight massage gel instantly melts into the skin to help visibly refine and sculpt the silhouette. Almond bud extracts and almond proteins naturally slim, smooth and lift the skin's surface.



NEW! ALMOND BEAUTIFUL SHAPE

\$44 6.7 fl.oz. #29GM200A2



**TRIM 1.3 INCHES
IN JUST 4 WEEKS.***

Concentrated in a powerful combination of Almond and a NEW lemon micro-exfoliating extract, this ultra-fresh gel-cream helps to visibly reduce the appearance of cellulite, while smoothing and firming the skin.

*Reported by 25 women after 4 weeks.

*Centimetric loss measurement of thigh circumference.

Our products are available in our boutiques, at usa.loccitane.com or via phone at 888 623 2880. Prices may vary in Hawaii.

THE TRUE STORY OF ALMOND BODY CARE

A true customer favorite, Almond body care combines the sweet fragrance of sustainably cultivated almonds from Provence with incredibly firming and nourishing benefits. Just in time for spring, you can now reveal a firmer, smoother body!



ALMOND MILK CONCENTRATE
\$44 7 oz. #29LC200A0

BODY SMOOTHER 96% OF WOMEN SAW SMOOTHER SKIN.*

This multi-tasking body cream nourishes, firms and tones the skin with the help of almond proteins and silicium.

*Consumer test conducted on 25 women after 28 days of use.



YOUR EXCLUSIVE GIFT!

Shape-Up Ritual
with any purchase
of \$65 or more

HURRY! Limited quantities
are available.



YOUR EXCLUSIVE GIFT

Shape-Up Ritual

With any purchase of \$65 or more



DETAILS INSIDE

AN EXTRA EXCLUSIVE JUST FOR YOU* ...

COMMIT TO A BETTER SHAPE

With L'OCCITANE and *SHAPE Magazine*

Visit a L'OCCITANE boutique for
a FREE 6-month subscription

to **SHAPE**
with any purchase!

*To redeem this offer with any purchase,
present this mailer to a L'OCCITANE
associate. Offer valid March 19 - April 15, 2012.



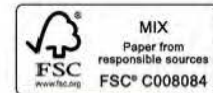
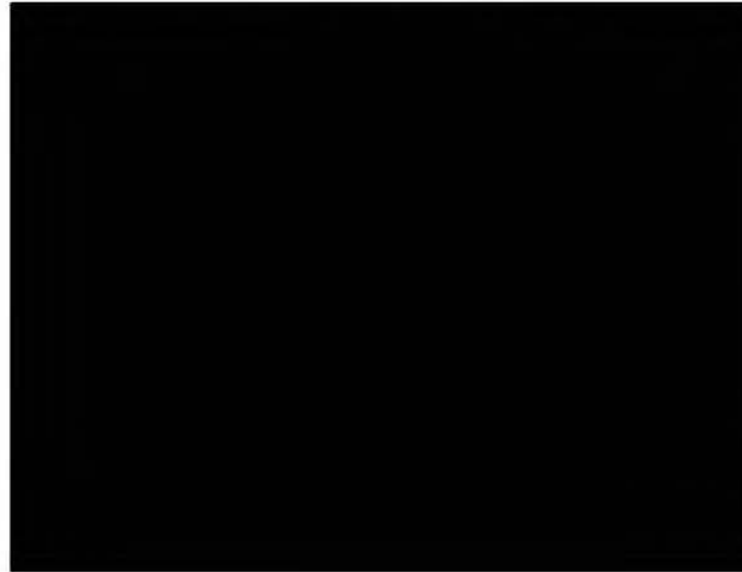
L'OCCITANE
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New York, NY 10018

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shop: boutiques nationwide and usa.loccitane.com call: 888.623.2880



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download our iPhone app

Exhibit C: Almond Beautiful Shape packaging

Front

AMANDE
COURBES EXQUISES
EXPERT CELLULITE
CELLULITE CONTROL
BEAUTIFUL SHAPE

AUX BOURGEONS D'AMANDIER
WITH ALMOND TREE BUD

NOUVELLE FORMULE
NEW FORMULA

L'OCCITANE
EN PROVENCE

200ml **6.7fl.oz.**

Side

As winter fades to spring, the sap of the almond tree circulates through the branches and rises to stimulate the flower buds. Very rich in potent actives, the buds concentrate all the power of the tree to create delicate white flowers that will soon become fruits. The almond nut, which grows protected in a beautifully soft and green velvet shell, is renowned for its ability to soften and firm the skin.

L'OCCITANE has committed to purchase supplies from producers in the South of France so that the almond tree, which had been long forgotten, once again, becomes a familiar element in the Provençal landscape.

This ultra-fresh gel-cream helps to visibly reduce the appearance of cellulite and to slim the thighs and buttocks, while smoothing and firming the skin.

This formula, concentrated in powerful, natural active ingredients, helps to effectively fight cellulite.

- **ANTI-FAT STORAGE:** slows the appearance of new fat cells on the thighs and buttocks with Peruvian liana, quinoa extract and carrot essential oil.
- **FAT RELEASE:** releases existing fat cells particularly with almond tree buds, rich in draining flavonoids, natural caffeine, immortelle, palmarosa and peppermint essential oils.
- **New: SMOOTHING:** visibly smoothes skin's surface to reduce dimples with almond proteins and a new micro-exfoliating lemon extract.

Results: After 14 days, skin is smoother. After 1 month, the appearance of cellulite is visibly reduced. Like the skin of the almond fruit.

Product Plus: An exquisite texture that penetrates instantly for a quick application in the morning and the evening, with the fresh and delicate scent of almond tree flowers.

Apply twice a day, massaging into the skin in a circular motion and work up from the bottom of the thighs to the top of buttocks.

With time, the formula becomes darker in color due to the natural consistency of the active ingredients.

Back

Efficacité mesurée ex-vivo sur le complexe d'actifs breveté :
 - Stimulation de l'élimination des graisses X 7

Efficacité prouvée cliniquement sur la formule Courbes Exquises :
 - Jusqu'à - 3,3 cm de tour de cuisses
 - Diminution significative de la cellulite

Efficacité constatée par 50 femmes :

Immédiatement **Après 14 jours**

Immédiatement	Après 14 jours
Peau plus tonique 94%	Peau plus lisse 88%
	Cellulite moins visible 76%

BREVET DÉPOSÉ
PATENT PENDING

Effectiveness measured ex-vivo on the patented complex of active ingredients:
 - Stimulation of fat release X 7

Effectiveness clinically proven on the Beautiful Shape formula:
 - Trims up to 3,3cm from the circumference of thighs
 - Cellulite is significantly reduced

Effectiveness observed by 50 women:

Immediately **After 14 days**

Immediately	After 14 days
Skin more toned 94%	Smoother skin 88%
	Cellulite less visible 76%

Gel Modelador Formas Exquisitas - Gel Redutor Amêndoa - Schmeichelnde Kurven Körper-Gel - Gel Snellente Curve Armoniose - Afslankingsgel Voor Een Voortreffelijke Vorm.

Ne pas utiliser chez les femmes enceintes. Se laver les mains après utilisation - Do not use on pregnant women. Wash hands after use - No debe ser utilizado por mujeres embarazadas. Lavar las manos después del uso - Não utilizar durante a gravidez. Lave as mãos após o uso - Nicht anwenden bei. Hände nach der Anwendung waschen - Non applicare durante la gravidanza. Lavarsi le mani dopo l'uso - Niet gebruiken bij zwangere vrouwen. Handen wassen na gebruik.

INGREDIENTS : AQUA/WATER** - ALCOHOL - GLYCERIN - METHYLSILANOL MANNURONATE - BUTYLENE GLYCOL - CAFFEINE - PRUNUS AMYGDALUS DULCIS (SWEET ALMOND) OIL** - CAPRYLIC/CAPRIC TRIGLYCERIDE** - PRUNUS AMYGDALUS DULCIS (SWEET ALMOND) PROTEIN** - PRUNUS AMYGDALUS DULCIS (SWEET ALMOND) BUD EXTRACT** - COFFEA ARABICA (COFFEE) SEED EXTRACT** - CITRUS LIMON (LEMON) FRUIT EXTRACT** - UNCARIA TOMENTOSA EXTRACT** - MENTHA PIPERITA (PEPPERMINT) OIL** - DAUCUS CAROTA SATIVA (CARROT) SEED OIL* - CHENOPodium QUINOA SEED EXTRACT** - HELICHRYSUM ITALICUM EXTRACT** - CYMBOPOGON MARTINI OIL** - LECITHIN** - ESCIN** - XANTHAN GUM** - TOCOPHEROL** - DICAPRYLYL CARBONATE - PARFUM / FRAGRANCE - SODIUM POLYACRYLATE - ACRYLATES/C10-30 ALKYL ACRYLATE CROSSPOLYMER - MENTHOL - MANNITOL - ETHYLHEXYLGLYCERIN - PENTYLENE GLYCOL - MICA** - PHENOXYETHANOL - SORBIC ACID - GERANIOL - LIMONENE - CITRONELLOL - LINALOOL - FARNESOL - CITRAL - CI 77288/CHROMIUM OXIDE GREENS** - CI 77891/TITANIUM DIOXIDE** - CI 77492/IRON OXIDES**

*Ingredients issus de l'Agriculture Biologique / Ingredients from Organic Farming.
 **Ingrédients d'origine naturelle / Natural origin Ingredients.

Brevet déposé en France / Patent registered in France.

