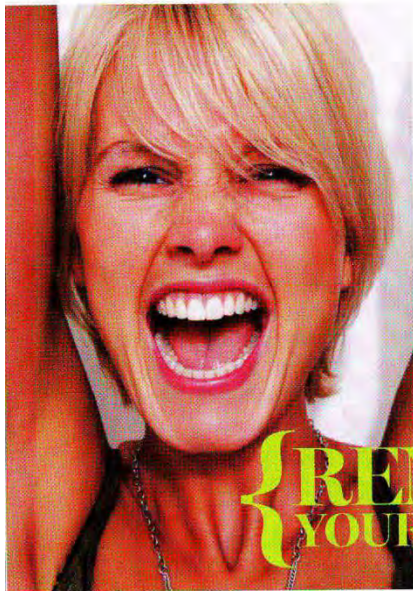


Exhibit A: *Shape* magazine advertisement

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}**

**O**ut 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.



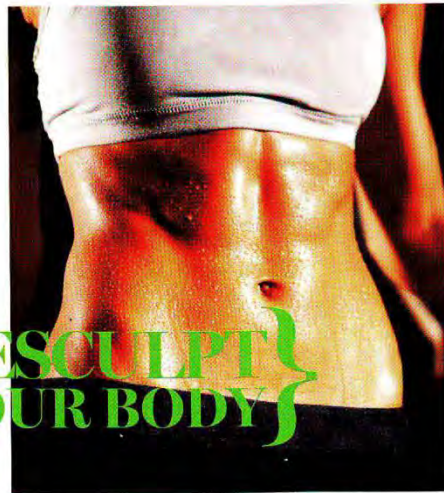
**{REFRESH YOUR LOOK}**

**G**et 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}**

**C**onsuming 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.



**{RESculPT YOUR BODY}**

**S**trong, 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'OCCHITANE

L'OCCHITANE 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'OCCHITANE and SHAPE!**



**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](http://usa.loccitane.com/ShapeUpEvent)

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



Exhibit B: Direct mail advertisement

# TIME TO SHAPE UP!

NEW Almond Shaping Delight

**CLINICALLY PROVEN  
SLIMMING EFFECTIVENESS**

In Boutiques and Online March 19<sup>th</sup>, 2012

**L'OCCITANE**  
EN PROVENCE



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

**NEW! ALMOND SHAPING DELIGHT**  
\$48.7 oz. #29BC200AZ

**SCULPTING  
EXPERT**

**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.



\*Reported by 25 women after 4 weeks.



**NEW!  
ALMOND BEAUTIFUL SHAPE**  
\$44.6 7.1 oz. #29GM200AZ

**CELLULITE  
FIGHTER**

**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.

\*Circumferic Joss measurement of thigh circumference.

Our products are available in our boutiques, at [usa.locctiane.com](http://usa.locctiane.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.



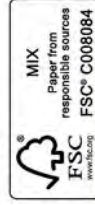
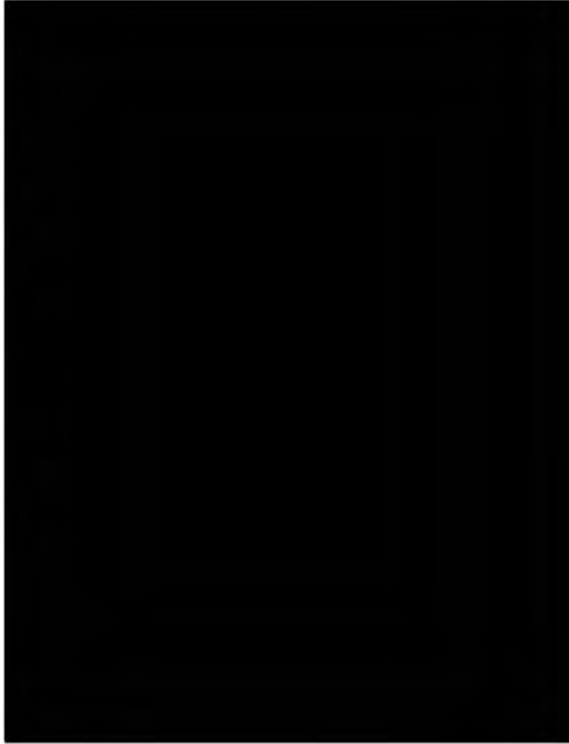
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# YOUR EXCLUSIVE GIFT

## Shape-Up Ritual

With any purchase of \$65 or more

\$37  
VALUE



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.



## 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	
Peau plus tonique	Peau plus lisse	Cellulite moins visible
94%	88%	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	
Skin more toned	Smoother skin	Cellulite less visible
94%	88%	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.

Exhibit D: Almond Shaping Delight packaging

Front



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 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 fresh massage gel instantly melts into the skin to contribute to visibly refine and reshape the silhouette, to resculpt and tone the body contours.

This formula, concentrated in powerful natural active ingredients, helps the body to:

- **LOOK SLIMMER:** accelerates the release of existing fat cells on the entire body with almond tree buds, rich in draining flavonoids and an innovative complex of plant with proven fat release properties.
- **FEEL FIRMER:** strengthens skin's firmness with a tightening almond extract and the action of silicon derivative on the synthesis of collagen fibers.
- **BE MORE TONED:** visibly tightens skin with a powerful network of almond proteins on the surface of skin.

**Results:** After 1 month, skin is firmer and smoother. The silhouette is lighter and looks refined; thighs seem slimmer, tummy is more toned. A beautiful silhouette is revealed.

This body care is a perfect complement to slimming program (more sport activities, better alimentation).

**Product Plus:** A unique and fresh "low-fat" texture that enables a pleasant, fast and effective massage for optimal refining results.

Apply twice a day on the entire body (legs, buttocks, hips, waist and tummy), massaging into the skin with a circular motion and work upwards.

Back

**Efficacité amincissante cliniquement prouvée\***

**Immédiatement**

Le poids est constant	Après 28 jours	Les contours sont plus fins
70%	73%	73%

74% des femmes se sentent mieux dans leur corps

\*25 femmes après 28 jours

**Slimming effectiveness clinically proven\***

**Effectiveness observed\*\*:**

**Immediately**

Skin Moisture	After 28 days	Contour more slim
70%	73%	73%

74% of women feel better in their body

\*\*25 women after 28 days

**Creme légère Raffermissante Y. Adéquatante - Creme Forma Sublime Firmo E Esculpe - Straffendes Und Remodellierendes Körpergel**  
**- Crema Snellente Rassodante E Snellente - Vormgebende Creme Verälvigving En Afslanking.**

Ne pas avaler - Se laver les mains après utilisation - Do not ingest - Wash hands after use - No ingest - Laver les mains después del uso - Não ingerir - Lave as mãos após o uso - Nicht schlucken - Hände nach der Anwendung waschen - Non ingestie - Lavarsi le mani dopo l'uso - Niet inslikken - Handen wassen na gebruik.

**INGREDIENTS:** AQUAWATER\*\* - GUCERIN - ALCOHOL - METHYLSILOXANOL, MANNURONATE - CAPRYLIC/CAPRIC TRIGLYCERIDE - DIMETHICONE - SODIUM POGONATE - PRUNUS AMYGDALUS DULCIS (SWEET ALMOND) SEED EXTRACT\*\* - PRUNUS AMYGDALUS DULCIS (SWEET ALMOND) PROTEIN\*\* - PRUNUS AMYGDALUS DULCIS (SWEET ALMOND) BUD EXTRACT\*\* - VERBERNA OFFICINALIS EXTRACT\*\* - SAMBUCUS NIGRA FLOWER EXTRACT\*\* - BUTYLENE GLYCOL - PARENIL/PAGARANE - MANNITOL - ETHYLHEXYLGLYCERIN - CETYLOLDECEYL PCA - ETHYLHEXYL METHOXYCINNAMATE - BUTYL METHOXYBENZYL METHANE - ETHYLHEXYL DIMETHYL SILOXANE - DIMETHYL DIMETHYL METHOXYCINNAMATE - SODIUM HYDROXYLASE - ECOSYL - ECOSYLUM - ECOSYLUM SORBATE - TRISODIUM EDTA - PEG-40 HYDROXYETHANOL - SORBIC ACID - GELANOL - UNIOXISINE - CITRIBELLULON - C191940 PELLON 3 - C192038 BULUE 1,4-DC.

\*\*Ingrédients d'origine naturelle / Natural origin ingredients.

**142640**