

FRAGRANCE AND PERSONAL CARE

## L'Occitane already exceeds primary biodiversity goal for 2025

March 8, 2021



*L'Occitane notes that it was able to meet this goal as a result of maintaining its dedication to the preservation of biodiversity, which the brand has done for years. Image courtesy of L'Occitane*

---

By LUXURY DAILY NEWS SERVICE

French cosmetics brand L'Occitane en Provence has already surpassed its biodiversity objective set in 2016 that aimed to protect 1,000 varieties and species by 2025.

Subscribe to **Luxury Daily**  
Plus: Just released  
State of Luxury 2019 **Save \$246 ▶**

As of 2021, the cosmetics brand has succeeded in protecting and promoting 1,149 varieties and 513 disparate species of plants. Now that the objective has been met, the brand is seeking out a new and even more ambitious goal to be reached by 2025.

"In addition to being essential for one's basic food and health needs, this diversity contributes to the beauty of the world: differences in smells, colors, texture life would be very sad if we had only one variety of tomatoes," said Jean-Charles Lhommet, biodiversity and sustainable ingredients manager at L'Occitane, in a statement.

### How the brand did it

The French cosmetics brand notes that it was able to meet this goal as a result of maintaining its dedication to the preservation of biodiversity, which the brand has done for years. The brand also credits strengthening its relationships and fair trade with its partners and suppliers of its natural raw materials.

L'Occitane engaged in several activities to fulfill this primary biodiversity goal.



*Biodiversity is intrinsically linked to several sectors, including the fashion business. Image credit: Kering*

The brand contributed to the conservation of 10 ethno-varieties of shea trees used for the production of its organic shea butter. In France, the brand continues to support Peony farming via a long term partnership with its flower grower which are used in L'Occitane's products.

L'Occitane has also supported the maintenance of 141 varieties of olive trees in the south of France, largely due to its collaboration with the Shared Mediterranean Conservatory (CMP), an association that specializes in the conservation of cultivated biodiversity.

"Our mission is to take care of humans and to reconnect them with nature, by transmitting the diversity of our natural heritage," said Adrien Geiger, group sustainability officer at L'Occitane, in a statement. "Because nature's heritage is our common wealth."

Luxury brands across sectors are continuously called to highlight sustainability goals and practices.

Last July, luxury conglomerate Kering has unveiled a dedicated biodiversity strategy with a series of new targets to achieve a "net positive" impact on biodiversity by 2025. This strategy included the launch of Kering for Nature Fund to support the fashion industry's transition to regenerative agriculture ([see story](#)).

---

© 2021 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.