

Beauty brand L'Occitane Group secures B Corp certification

Wellness and beauty brand the L'Occitane Group has attained B Corp certification. The milestone sees the company join a global group of like-minded businesses that value an inclusive, equitable and regenerative economy, it said in a statement.

L'Occitane said the news affirmed its commitments to creating positive change in its communities, protecting biodiversity, reducing waste, and mitigating climate change.



B Corp certification measures a business's whole social and environmental performance. L'Occitane's journey to gaining the accreditation took two years, in which it evaluated its entire business, from employees to suppliers, shareholders and other stakeholders.

L'Occitane has gained B Corp certification.

'We warmly welcome the L'Occitane Group to our community of over 6,900 innovative companies catalysing a more inclusive and regenerative economy,' said Jonathan Normand, Executive Director of B Lab Switzerland.

'Their commitment to biodiversity and sustainable value chain is commendable and aligns with B Movement interdependence principles.

'The L'Occitane Group is not only enhancing their own impact, but also working to transform the beauty industry with other B Corps. We applaud their dedication to using business as a force for good.'

L'Occitane: B Corp reinforces sense of responsibility

Founded in 1976, the L'Occitane Group 'always felt a sense of responsibility towards the people it touches,' the company said.

Initiatives today include embedding social and environmental considerations at Board level, introducing programmes to boost employee's physical and mental health, and tackling its environmental footprint.

L'Occitane said B Corp certification would help it keep pushing for better in a nature-positive world.

It also looks forward to engaging with other purpose-led businesses to lead systemic change and share best practices.

Adrien Geiger, Chief Sustainability Officer at the L'Occitane Group, added: 'We have championed sustainability since 1976.

'Today we are incredibly excited to join this group of businesses that share our ethos - harnessing the power of business to build stronger communities, reduce economic inequality, and create a more sustainable environment for everyone.'

André Hoffmann, L'Occitane Group CEO, commented: 'B Corp certification highlights our evolution as a business and our clear, collective focus on the triple bottom line.

'By leveraging our unique position as a responsible, successful global business, we can exercise influence and drive long-term positive change throughout the world.'

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Reinold Geiger, Chairman of the L'Occitane Group, said: 'We are thrilled to be B Corp certified. B Corp is one of the only global standards that assesses an entire business, and it is a stamp of approval for companies acting in a sustainable way.'

"A heartfelt thank you to our employees and partners for their support in reaching this important milestone and for the part they continue to play in helping us to be better every day."

L'Occitane recently reported net sales of €502.2 million (approximately \$552m) for the first quarter of its financial year, up 20.2% at reported rates year-on-year.

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