



L'Occitane Group is aiming to secure 100% fair trade certified partnerships with all the producers of its iconic ingredients by 2025.

In this video interview, filmed on location during the 2024 TFWA World Exhibition in Cannes, Mona L'Hostis, Director of Marketing Global Travel Retail, L'Occitane Group, reveals how this goal is part of the company's overall strategy to present more sustainable options to consumers in the channel by delivering greener packaging and formulations and by highlighting L'Occitane's direct impact on communities.

People and consumers, globally speaking, want to know what they are eating and what they are putting on their skin, she explained.

This is why the company – which became B Corp certified in August 2023 – takes a green approach from seed to skin.

For instance, its anti-ageing Immortelle ingredient (one of the company's iconic ingredients) is sourced from Corsica and is fully traceable. L'Occitane says its relationship with the producers is built on trust and mutual respect with long-term, non-exclusive contracts in place and technical and financial support provided.

On getting this information into the hands of travelling consumers, L'Hostis said: Today when people are purchasing products, they are looking for information and are using apps [to give] them some notes, so this is something which they are more and more interested in.

It's not the first driver of purchase, but it's something that might reassure them about buying a product.

In this video, L'Hostis also talks about the group's global in-store recycling initiatives and how these can be complex to propose in the context of an airport. However, there is a big focus on championing the green credentials of the products and kits.

A great example of this are the newly designed hand creams (30ml), which have switched to 100% recyclable all-in-one packaging.

The company is also set to make bigger sizes – especially refills – more available in the channel moving forward.

Globally speaking, we are going to be really focusing on our products and conveying the naturalness we have in our formulations, the sustainability of our packs, and the traceability of our ingredients, she said.

We also want to convey the fact that we have a positive impact on nature and that we are doing things right as a company, globally speaking.

L'Occitane eyes fair trade certified alliances for 'iconic ingredients' by 2025

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