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**L'OCCITANE EXPANDS NATIONAL RECYCLING PROGRAM**  
*Consumers Can Now Recycle Beauty and Skin Care Packaging at Additional L'Occitane Boutiques,  
Including the Newly Opened Queen Street West Location*

**TORONTO, September 18, 2018:** L'Occitane en Provence®, the prestige beauty company with high-quality skincare, body care, and fragrance, is expanding access to a free way to recycle all brands of beauty and skin care packaging. Through the L'Occitane Recycling Program, in partnership with international recycling company TerraCycle®, consumers can now drop off all brands of empty personal care and cosmetics packaging at 16 more participating L'Occitane boutiques across Canada, including the newest store located at 692 Queen Street West in Toronto.

Since its creation in 1976, L'Occitane en Provence cultivates simple values: authenticity, respect and sensoriality. Committed to traceability and transparency, L'Occitane aims to protect the planet through sustainable sourcing methods and supporting local communities. The L'Occitane Recycling Program aligns with these initiatives, helping to limit the amount of beauty and skin care packaging from entering the waste stream.

The L'Occitane Recycling Program launched in Canada in 14 boutiques in conjunction with the grand reopening of the country's flagship store at Yorkdale Shopping Centre. With the opening of the newest Queen Street West boutique and the additional boutiques, this means the L'Occitane Recycling Program has expanded to 30 participating locations across Canada.

All items collected in store will be diverted from landfills, and consumers will receive a 10% discount towards one full-size product purchased that same day. Once collected, the beauty and skin care packaging is sorted and separated by material composition. The separated items are then cleaned, shredded and made into new recycled products.

"Though technically recyclable, beauty and skin care packaging often ends up in landfills," said TerraCycle CEO and founder Tom Szaky. "This expansion to the L'Occitane Recycling Program means that even more consumers can enjoy their favorite goods while being rewarded for doing the right thing."

The L'Occitane Recycling Program is open to any interested individual in Canada. Participation is completely free and easy: find your closest participating L'Occitane store and bring in your used beauty and skin care products to be recycled. To learn more details and to find your closest participating store, please visit the L'Occitane and TerraCycle partnership landing page: [ca.loccitane.com/ecorecyclingprogram](http://ca.loccitane.com/ecorecyclingprogram). For more information on TerraCycle's other free programs, please visit: [www.terracycle.ca/en-CA/brigades](http://www.terracycle.ca/en-CA/brigades).

**About L'Occitane en Provence®**

Founded by Olivier Baussan over 40 years ago, L'OCCITANE captures the true art de vivre of Provence, offering a sensorial immersion in the natural beauty, fragrance and lifestyle of the south of France. From the texture of L'OCCITANE products to their scent, each skincare, body care and fragrance formula promises pleasure through beauty and well-being—a moment rich in enjoyment and discovery that goes

beyond tangible benefits to create a different experience of Provence. L'OCCITANE products are available at [ca.loccitane.com](http://ca.loccitane.com) and in 30+ boutiques throughout Canada.

### **About TerraCycle**

TerraCycle Canada, a Progressive Waste Solutions partner, takes difficult-to-recycle packaging and turns it into a variety of raw materials that are sold to manufacturers to produce new products. Founded in 2001, TerraCycle is the world leader in the collection and reuse of non-recyclable post-consumer waste. In 21 countries, the waste is collected through programs that donate money to schools and charities. To learn more, visit [www.terracycle.ca](http://www.terracycle.ca).

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