The *Shape Up* Plan

Peel off the layers of winter and reveal a sleek new you just in time for Spring

**Out 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.

**Get 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.

**Consuming 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.

**Strong, 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.
Body Sculpting Solved with L’OCCITANE

L’OCCITANE 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.

**Almond Milk Concentrate**
96% of women saw smoother skin. *This velvety, multi-tasking body cream for daily use nourishes, firms and tones the skin.

**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.

**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.

Mark Your Calendar
Exclusiv event with L’OCCITANE 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

Your Gift! A $40 Value
TIME TO SHAPE UP!
NEW Almond Shaping Delight

CLINICALLY PROVEN
SLIMMING EFFECTIVENESS

In Boutiques and Online March 19th, 2012
L’Occitane
EN PROVENCE
A noticeably slimmer, firmer you...
(in just 4 weeks!)

NEW! ALMOND SHAPING DELIGHT
$48.7 oz. #29BC200A2

 cheering
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.

NEW!
ALMOND BEAUTIFUL SHAPE
$44.67 fl. oz. #29GM200A2

CELLULITE TRIM 1.3 INCHES
FIGHTER 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.

*Results by 13 women after 4 weeks.

Our products are available in our boutiques, at usa.loccitane.com or via phone at 800 623 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. #29LC200AO

96% OF WOMEN SAW SMOOTHER SKIN.*

This multi-tasking body cream nourishes, firms and tones the skin with the help of almond proteins and sillicium.

*Consumer test conducted on 25 women after 28 days of use.

YOUR EXCLUSIVE GIFT!

Shape-Up Ritual with any purchase of $65 or more

HURRY! Limited quantities are available.
YOUR EXCLUSIVE GIFT
Shape-Up Ritual
With any purchase of $65 or more

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.

L'OCCITANE
EN PROVENCE
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New York, NY 10018

POSTMASTER
Please deliver between 3/16 - 3/19

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Exhibit C: Almond Beautiful Shape packaging

Front

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 protein, almonds unleash 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 Provencal landscape.

This ultra-fresh gel-cream helps to visibly reduce the appearance of cellulite and to stimulate 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 Peréanum linnu, quinoa extract and carrot essential oil.
- **FAT RELEASE**: releases existing fat cells particularly with almond tree buds, rich in Olea europea, 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.

**Result** 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 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.

Side

Back

Exhibit C-1
Exhibit D: Almond Shaping Delight packaging

Front

Exhibit D-1

Side

Back

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