Exhibit A: *Shape* magazine advertisement

**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.

**Refresh Your Look**

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.

**Renew Your Spirit**

**Refine Your Diet**

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.

**Resculpt Your Body**

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.

**BEST SELLER!**

**Almond Milk Concentrate**
96% of women saw smoother skin.*
This velvety, multi-tasking body cream for daily use nourishes, firms and tones the skin.
*Consumer test conducted on 25 women after 28 days of use.

**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 silhouettes.
*Reported by 25 women after 4 weeks.

**SCULPTING EXPERT**

**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.
*Circumference loss measurement of thigh circumference.

**CELLULITE FIGHTER**

Mark Your Calendar
Exclusive 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

$45.00 + $12.00 USA & Canada

3 OUT OF 4 WOMEN SAW FIRMER, LIFTED SKIN.

Almond bud extracts and almond proteins naturally slim and lift the skin's surface.

TRIM 1.3 INCHES IN JUST 4 WEEKS.

Concentrated in a powerful combination of Almond and a New lemon micro-exfoliating extract, this ultra-fresh gel cream helps visibly reduce the appearance of cellulite, while smoothing and firming the skin.

NEW ALMOND BEAUTIFUL SHAPE

$44.00 + $12.00 USA & Canada

Cellulite Fighter

Our product is available in our boutiques or via phone at 866-422-0830. Prices may vary in Canada.

Exhibit B-2
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. #831620040

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

96% OF WOMEN SAW SMOOTHER SKIN.

Consumer test conducted on 25 women after 28 days of use.
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 vitamins, the buds concentrate 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 suppliers 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 Provençal landscape.

This ultra-fresh gel-cream helps to visibly reduce the appearance of cellulite and to slim the thighs and buttocks, while smoothing and firming the skin.

This formula, concentrated in powerful, natural active ingredients, helps to effectively fight cellulite:

- **ANT FAT STORAGE:*** slows the appearance of new fat cells on the thighs and buttocks with Peruvian lily, quinoa extract and carrot essential oil.
- **PAT RELEASE:*** releases existing fat cells particularly with almond tree buds, rich in drawer flavonoids, natural caffeine, mezzofolia, 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 at the evening, with the freshness 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 the 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

As winter fades to spring, the sap of the almond tree circulates through its branches and leaves to stimulate the flower buds. Very rich in protein, this bark contains all the power of the tree to create delicate white flowers that will soon become nuts. The almond oil, which grows protected in a beautifully soft and green velvet bud, is renowned for its ability to soften and firm the skin.

Exhibit D-1

This fresh message gel instantly melts into the skin to contribute to visibly refining and toning the silhouette, to sculpt and tone the body contours.

This formula, concentrated in powerful natural active ingredients, helps to:
- **LOOK SLIMMER**: accelerates the release of existing fat cells on the entire body with almond tree buds, rich in flashing flavonoids and an innovative complex of plant with proven fat-release properties.
- **FEEL FIRMER**: strengthens skin's firmness with a tightening almond extract and the action of silicon derivative on the synthesis of collagen fibers.
- **BE MORE Toned**: visibly tightens skin with a powerful network of almond proteins on the surface of skin.

Results: After 1 month, skin is firmer and smoother. The silhouette is lighter and looks refined; thighs seem slimmed; tummy is more toned. A beautiful silhouettes revealed.

Product Form: A unique and fresh “non-fat” texture that enables a pleasant, fast and effective massage for optimal refining results.

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

Side

Back

74% des femmes se sentent libres dans leur corps
12 semaines après 30 jours
70% 73% 73%

Efficacité amaigrissante silencieusement prouvée
Efficacité constatée** :

slimming effectiveness clinically proven

Effet observed**:

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** Ingredients d’origine naturelle: Nature-sourced ingredients.