



YVES ROCHER

Botanical Beauty



Agave



In 1959, the Yves Rocher Brand was created from the vision of one man who believed in beauty care based on plants and the democratisation of beauty for all women. These two convictions were what enabled the creation of Yves Rocher's **Botanical Beauty**.

WHAT IS BOTANICAL BEAUTY ?

Botanical Beauty is a contract between Yves Rocher and the plant world and Yves Rocher and women. A commitment based on respect and proximity to women.

Botanical Beauty is a unique and incomparable beauty care whose strength lies in its exclusive association with five active principals issued from nature's universal values. Botanical Beauty is determined to promote these values from the plant to the skin.

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The effectiveness of Yves Rocher's products comes from the more than 1 100 botanical ingredients best adapted to beauty care.

01

THE PLANT WORLD AS THE SINGLE DRIVING FORCE

All our products are derived
from plants.

"To ascertain the truth one must go back to nature"

Yves Rocher

Photo : Sophie Zenon for Yves Rocher



Chamomile flowers, La Gacilly

Yves Rocher has maintained its leadership as the first brand of Botanical Beauty products. 50 years of experience has given it an irreplaceable expertise. With its active extracts and high performance products, Botanical Beauty is Yves Rocher's profession. The plant world is at the heart of all its products. This has been its conviction for 50 years.



Photo : Sophie Zenon for Yves Rocher

Chamomile harvester at La Gacilly

100% botanical?

Yves Rocher, Creator of Botanical Beauty is not dogmatic. When the quality and safety of its customers requires the use of synthetic ingredients in its products, then Botanical Beauty researchers allow it, to help join pleasure and security during use. Specifically, in the case of preservatives, small amounts are needed to guarantee the integrity of the formulas.



➤ **Botanical collagen does not exist** so we do not use collagen in our products. Botanical Beauty's researchers prefer to use the firming qualities of botanical polysides found in the Acacia tree from Senegal.

➤ **There are no synthetic sun filters in our day creams.** Instead, Yves Rocher has chosen mangiferin from the Aphloia plant from Madagascar, which naturally protects the skin against environmental aggressors.

➤ **Synthetic ingredients are limited to the minimum.** Formulas are constrained by very strict guidelines which limit the authorized synthetic ingredients that may be used. Whenever possible synthetic ingredients are replaced by natural ones. Petrochemical oils such as paraffin, are being progressively replaced by botanical oils.

➤ **Natural extraction** In order to preserve the purity of the botanical ingredients, natural extraction processes, which don't use chemical solvents, are preferred.

Photo : Stéphane Regnier for Yves Rocher



THE PLANT WORLD AS THE SINGLE DRIVING FORCE

➤ **There are no animal extracts in Yves Rocher's formulas.** The only ingredients of animal origin in Yves Rocher's products are certain secretions like honey. Notably, Yves Rocher does not use the red pigment cochineal, which is frequently used in eye shadows, because it is made from insects.

➤ **Priority is systematically given to organic botanical ingredients.** As in ARNICA ESSENTIAL, HAMAMELIS, PURE CALMILLE and LAVANDE ESSENTIAL. Our new line, CULTURE BIO, which is launching in October 2008, contains 19 organic plants.





Garden nasturtium



At Yves Rocher, the plant world offers its powers to beauty products, its colours to make-up and its fragrances to perfumes.

THE PLANT WORLD AS THE SOURCE OF INSPIRATION

Exploring the richness of
the plant world.

"Our confidence in plants has never been misplaced"

Yves Rocher



The plant world is a source of continually-renewed creativity, and for Yves Rocher it is a world to explore. More than merely a source of ingredients, nature inspires without holding back. Through its colours, fragrances and textures, she offers us a world to touch, see, smell and feel. An intelligent and sensual world that Yves Rocher explores with both respect and curiosity. An open-air laboratory and extraordinary colour chart, a limitless field of investigation, vegetation remains at the heart of Yves Rocher.



Photo : Sophie Zenon for Yves Rocher

Chamomile harvest in La Gacilly

The plant world; a source of well-being

It is in La Gacilly, in the heart of Brittany, that Yves Rocher studies the best of the plant world and the specific qualities of each of the 1 000 plant species grown in its botanical gardens. It then uses them in its face, body and hair care products. It organically grows more than 30 plants in its own fields: German chamomile for its skin care line PURE CALMILLE, arnica for its hand care line ARNICA ESSENTIAL, garden nasturtium and marigold for its new line, CULTURE BIO.

Across the world, ethno-botanical projects headed by Jacques Rocher, explore different plants which reveal new qualities to be used in cosmetics. The Aphloia was discovered in Madagascar and its remarkable protecting qualities have enriched PROTECTYL VEGETAL's sun care products.

The plant world is a source of high performance products

Yves Rocher's research is deeply dedicated to botanical innovation. 20 teams of plant researchers discover, isolate and formulate the the most effective active ingredients textures. Researchers create and develop more than 30 new active ingredients every year. More than 50 families of products have been patented. Most recently Apple Oligosides, were patented 3 times for their exceptional anti-aging properties. They are the main active ingredient in SERUM VEGETAL. Previously, Inositol Végétal issued from green rice was discovered and is used for its effectiveness on cellular respiration. It can be found in the INOSITOL VEGETAL line.

THE PLANT WORLD
AS THE SOURCE
OF INSPIRATION



The plant world is a source of extraordinary creation.



Make-up gets its most extraordinary and richest range of colours from the plant world. Nature's colours, from the most intense and bold to the softest pastels, lend our products their most accurate shades and offer the most natural results. Natural substances and textures inspire subtle and refined make-up; the silky satin finish of a petal, the glossy effect of a waxy leaf, the powdery appearance of a pistil... The botanical ingredients at the heart of each product, improve its performance and enriches its sensuality for make up that is always respectful of your skin.





↖ **The plant world;
a source of emotion.**

The olfactory emotion of the finest raw ingredients is the unique inspiration behind each of Yves Rocher's prestige perfumes.

SECRETS D'ESSENCES is a collection of perfumes created by some of the most talented perfumers and constructed from the most noble, the rarest and most perfect materials; rose absolute for ROSE ABSOLUE; untreated iris butter for IRIS NOIR; amber for VOILE D'AMBRE; jasmine absolute Grandi Florum for TENDRE JASMIN.

**The plant world; ↗
a source of pleasure.**

The plant world is flavours, colours, perfumes... It is a source of inspiration and perfumed freshness.

Shower gels, bubble baths and eau de toilettes are scented with fruity and floral perfumes which leave you with a feeling of true nature and the pleasure of the plant world every day.





Witch Hazel



The Botanical Beauty Contract obliges us to verify the safety and effectiveness of each of its product's ingredients.

UNDERSTANDING THE PLANT WORLD

Guaranteeing safety and quality
without compromise

"Tradition is our guiding light, science is our tool"


Yves Rocher



The plant world is alive. The better we know it the better we understand it. Botanical Beauty tests the safety of all its ingredients without compromises. It validates, without concession, the effectiveness of its products. It is only under these conditions that our products are manufactured in Yves Rocher factories which are certified for the environment, quality and safety.



↙ In 1977, Yves Rocher created CERCO, (the centre for cosmetics research) backed by the French department of health. Each formula is tested under dermatological supervision to ensure its efficacy and safety. Every year more than 4 000 women volunteer to test more than 150 products.

Finished products  undergo strict tests of efficacy and tolerance. If the results of these tests are not satisfactory the product is not put on the market.





➤ **Many are called, few are chosen:** the Laboratory for Botanical Beauty only approves a botanical ingredient after it has been proven safe and effective.

➤ **Watch out sweet tooth!**
Yves Rocher's PLAISIR NATURE bubble baths smell so sweet that some children could be tempted to taste them. For extra safety, Yves Rocher has added a bitter tasting substance which makes children spit out the product before swallowing it.

➤ Because of their strength, essential oils are not used in products destined for sensitive skins or babies.



Photo : Patrick Wallet for Yves Rocher

Yves Rocher's harvest in Madagascar

➤ **Prospection across the land**
With its ethno-botanical missions and supervision of crops and their harvest, Botanical Beauty requires high standards for quality and traceability of its raw materials.

UNDERSTANDING
THE PLANT WORLD





Olive



For Yves Rocher protecting nature is a way of paying it back for its generosity.

04

PROTECTING THE PLANT WORLD

Actively defending
the environment

"The harvest is only as good as the earth"

Yves Rocher

Defending the environment means using the richness of the plant world without ever plundering it, ensuring that when using a plant species it never threatens the plant, its future or its environment.



Plants are sown, grow and reseed themselves in a never ending circle. From the moment he began making beauty products, they were the source of Yves Rocher's first conviction to respect and protect life and its fragility.





A chamomile harvester at La Gacilly

Photo : Sophie Zenon for Yves Rocher

Yves Rocher's Plant Charter.

Yves Rocher governs itself and its suppliers by a rigorous plant charter:

- Forbidding GMO botanical ingredients
- Favouring cultivated plants
- Favouring parts of wild plants which grow back: leaves, flowers, seeds.
- Forbidding the use of endangered botanical species in accordance with CITES (Convention on International Trade in Endangered Species)
- Giving priority to organic supplies
- Yves Rocher grows 100 acres of organically certified crops at La Gacilly.

Yves Rocher is committed to local populations:

For the utilisation of Aphloia plant in Madagascar, in collaboration with NGO's, local companies and research centres, the brand is playing a part in the development of the local economy and promises fair wages.



Yves Rocher's packaging charter:

To limit the impact of its activity on the environment and reduce its carbon emission Yves Rocher is committed to:

- Pure air spray deodorants
- Reducing and eliminating unnecessary packaging
- Choosing recyclable raw materials
- Refusing PVC
- Choosing cardboard and paper from managed forests
- Developing recycled materials
- Creating eco-refills like HAMMAMÉLIS and INOSITOL VÉGÉTAL.

A refill uses up to 80% less plastic and Yves Rocher sold more than 1 600 000 refills in 2007.



➤ **Nature also means animal life:**

- Yves Rocher stopped animal testing in 1989
- If a new Botanical ingredient developed by Yves Rocher requires testing on animals, the company does not use it.
- In 1994, Yves Rocher received the gold medal from the SPA (Society for the Protection of Animals)
- In 2008 Yves Rocher became a partner of the LPO Ligue Protectrice des Oiseaux (an organisation that protects birds).

Faced with the rarefication of *Arnica Montana* and in order to protect this endangered species, Yves Rocher replaced it with *Arnica Chamissonis* which is organically grown in La Gacilly.

➤ **Culture Bio launching in October 2008** will be the first carbon compensated line, financing solar food cookers in South America, which will help to fight against global warming.

➤ **Ecology from start to finish**
The distribution of parcels is also done ecologically with recycled cardboard and paper from managed forests. 4 million reusable bags have been sold in our shops, which represents a saving of 200 tonnes of plastic.

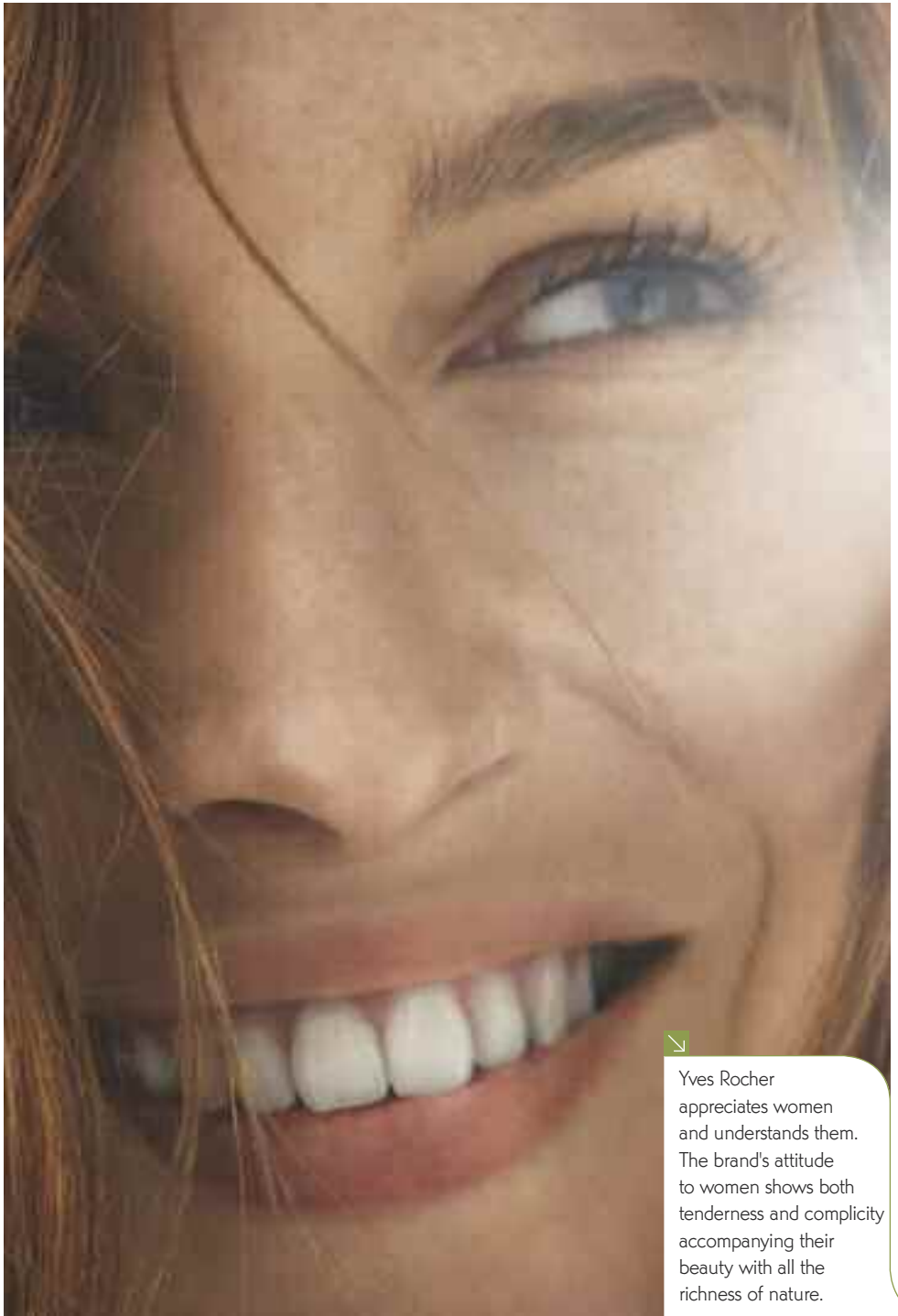
➤ **Concrete commitments to nature:**
Along with the United Nations Programme for the Environment, Yves Rocher has promised to plant 1 million trees in 3 years for their "Plant for the Planet" operation.

➤ **Within the framework of its Foundation**, for the past 7 years, Yves Rocher has been awarding the Terre de Femmes trophy to support projects aimed at the protection of the plant world across the planet.

➤ **At La Gacilly, the Vegetarium, the first museum in Europe dedicated to the plant world** was created by Yves Rocher to inform and sensitise people about the protection of nature.

PROTECTING
THE PLANT WORLD





Yves Rocher appreciates women and understands them. The brand's attitude to women shows both tenderness and complicity accompanying their beauty with all the richness of nature.

ACTIVE PRINCIPLE

05

THE PLANT WORLD FOR ALL

Making beauty
accessible to all women

"Discovering the properties of plants is not our greatest achievement but making them available to all women is our source of pride"

Yves Rocher

Every year
across the world,
30 million women
buy and use
Yves Rocher
products.



Nature belongs to everyone. Open, welcoming, comforting and available. The language is universal. Generous and accessible nature served as a model for Yves Rocher in its relationship with women. Yves Rocher is the only beauty brand to oversee all stages of development: Harvesting, Manufacturing, Retailing. That is why Yves Rocher can offer its high performance products at fair and accessible prices.

One vocation: beauty.

For all women without exception.



