



YVES ROCHER
FRANCE

Creator of Botanical Beauty



NEWS RELEASE - April 2010

The Yves Rocher Brand celebrates its 50 years, and offers 50 million trees to the planet.

Yves Rocher Brand, a love story that gathers a village, nature and women around a visionary idea: create the first Botanical Beauty Brand.

The Yves Rocher Brand, that can be found in 80 countries, is the first stone of a family group created 50 years ago thanks to a visionary idea: Botanical Beauty.

Botanical Beauty is a unique beauty based on the valorization of the plant world and the will to make beauty accessible to all women.

Improve our knowledge of the plant world to better understand and preserve its biodiversity is the first commitment of the Yves Rocher Brand. The plant world is a source of knowledge and infinite effectiveness for the women beauty.

Chamomile, Honeysuckle, or more recently Apple Oligosides, Red Vine Leaf Polyphenols and Moringa Peptides, the Yves Rocher Brand history is linked to its discoveries and botanical actives. Our products are manufactured in Brittany, in France, by the Yves Rocher Brand in its three plants, certified ISO9001 Quality, ISO14001 Environment and SAS 18001, supported by a center of 150 pluridisciplinary researchers.

The right to quality beauty products accessible to all women whatever their age, and their origin, is essential. This is why Yves Rocher has chosen to master every aspect of its operations, from the plants to the skin of its 30 million clients all over the world. Yves Rocher, one-of-a-kind Brand, is Harvester, Manufacturer, Distributor.



The Yves Rocher Brand is reinventing itself every day for the beauty of women, of all women.



To reinvent every day, it's what women desire and what Yves Rocher is committed to every day.

Since 2 years, the Brand has undertaken a transformation plan: new identity, new shop concept, new products, which is successful:

- Increase of the average turnover in the Ateliers of Botanical Beauty, new shop concept (+ 12% in France).
- Growth of internet network by 20%.
- The Effie prize awarded the communication strategy lead since the last 2 years.
- Marie-Claire Prix d'Excellence Beauty Awards 2010, French Ethical Prize rewarded all the 2009 products launchings, the Yves Rocher Eco Hotel and the new shop concept, Atelier of Botanical Beauty.

To show its commitment to protecting and enhancing biodiversity, the Yves Rocher Brand offers 50 million trees to the Planet.

When the Yves Rocher Brand celebrates its 50th anniversary, this is the Planet which is celebrated. To celebrate its 50th anniversary, to never forget what we owe to nature, to restore and preserve biodiversity, the Yves Rocher Brand is committed in planting 50 million trees across the globe over the next 5 years.

All began in 2007 when Jacques Rocher, President of the Yves Rocher Foundation – Institut de France, met Wangari Maathai, Nobel Peace Prize winner and sponsor of the UNEP's "Plant for the Planet" Billion Tree Campaign. 3 years after, almost 7 million trees have already been planted.

The commitment is strengthened with a new ambitious goal: planting 50 million trees over the next 5 years. In India, Madagascar, Ethiopia, Senegal, Burkina Faso, Australia, Brazil, Mexico, Haiti but also in France, in La Gacilly, in Landes area, or in Germany, in Black Forest. 12 places where biodiversity is blooming, 12 human acquaintances between the Yves Rocher Foundation and a local association determined to plant.



* UNEP: United Nations Environment Programme

YVES ROCHER
N°1 HYGIENE & BEAUTY BRAND*
 in France

*Source: data on market share by volume in France - TNS World Panel Beauty - 2008

YVES ROCHER
N°1 SKIN CARE*
 in France

In turnover and volume. *Source: TNS World Panel Beauty Annual cumulative as at September 2009.

YVES ROCHER
N°1 MAKE-UP*
 in France

In volume. *Source: TNS Worldpanel Beauty - From June 2008 to June 2009

YVES ROCHER
N°1 BODY CARE*
 in France

In turnover and volume in 2008. *Source: TNS World Panel Beauty - 2008.

YVES ROCHER
N°1 SLIMMING & FIRING CARE*
 in France

In turnover and volume in 2008. *Source: TNS World Panel Beauty - 2008.

YVES ROCHER
N°2 WOMEN'S FRAGRANCE BRAND*
 in France

*Source: TNS ETCD (European Toiletries and Cosmetics Database) 12 months at the end of June 2009.