



YVES ROCHER
FRANCE

www.yves-rocher.com



YVES ROCHER
FRANCE

THE BOTANICAL BEAUTY EXPERTS

REVEAL YOUR BEAUTY THROUGH
THE POWER OF BOTANICALS





HAVING ALWAYS BEEN
passionate
about the botanical world,
our ambition at Yves Rocher is to act
in harmony with the environment, as
does each plant and tree naturally.
This vision, dedicated to the beauty
of women and introduced on our
grounds of La Gacilly in France,
guides us each day worldwide and is
embodied in our Botanical Beauty.

Bris ROCHER
Chairman and Chief Executive Officer
Yves Rocher Group.

YVES ROCHER SELLS 300 MILLION PRODUCTS EVERY YEAR 10 PRODUCTS PER SECOND WORLDWIDE



* Source: Kantar Worldpanel Beauty 2012
Individual Women's Panel.
Total Hygiene and Beauty Market share
volume and brand value. Except oral care,
soaps, shaving and feminine hygiene products



* Source: Kantar Worldpanel Beauty 2012.
In turnover and in volume in 2012
All individuals Panel



* Source: Kantar Worldpanel Usage.
12 months at the end of december 2012.

Today, the brand can be found in **90** countries
and is liked by more than **30 million** customers worldwide.

55 hectares of organic plants are grown in our own fields
in Brittany, France.

150 Researchers are constantly scouring the five continents
to explore the botanical world.

YVES ROCHER IS AN **INTERNATIONAL** AND A **FAMILY GROUP**



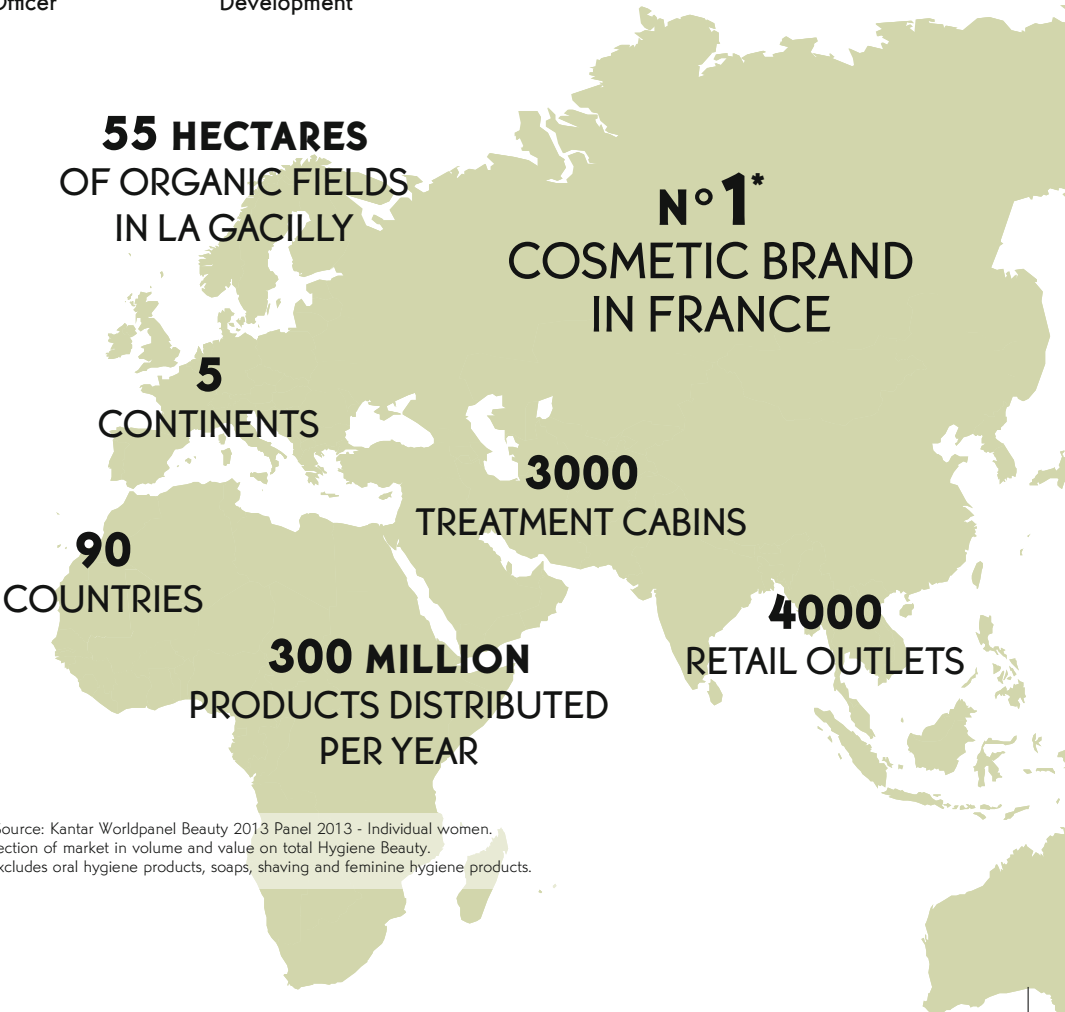
Bris Rocher
Yves Rocher
Chairman and
Chief Executive
Officer



Jacques Rocher
Yves Rocher
Director for Prospective
and Sustainable
Development

Dedicated to the beauty
and the well-being of women,
More than 95% of Yves Rocher
group is controlled by the
founder's family.

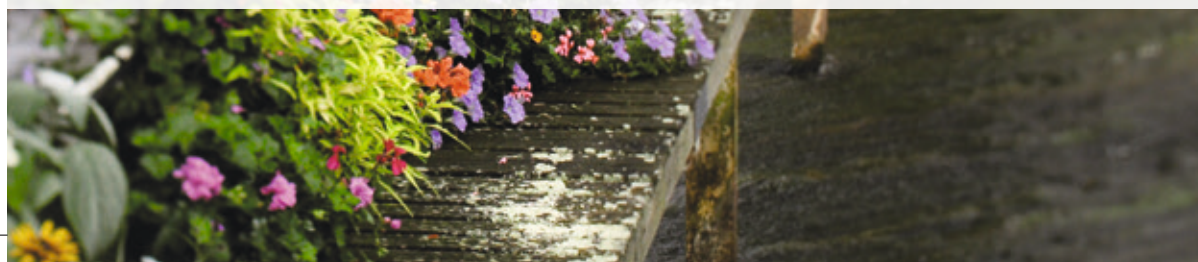
The group is composed
of 8 brands: Yves Rocher,
Dr. Pierre Ricaud, Daniel Jouvance,
Stanhme, ID Parfums Paris,
Petit Bateau, Kiotis Paris, Flormar.



*Source: Kantar Worldpanel Beauty 2013 Panel 2013 - Individual women.
Section of market in volume and value on total Hygiene Beauty.
Excludes oral hygiene products, soaps, shaving and feminine hygiene products.



A UNIQUE STORY



BRITTANY,
FRANCE
1959



Passionate about the botanical world, Mr.Yves Rocher made his first plant-based beauty products in 1959, in his hometown of La Gacilly in the Brittany region of France. He was the first to develop botanical beauty products and began to establish his company in his hometown, hoping that his birthplace would benefit from his growth and success.

BOTANICAL
BEAUTY
CREATOR

KEY DATES...

1959 Attic

In the attic of the house where he was born, Mr. Yves Rocher began to develop his first plant-based cream made of Lesser Celandine. His success led to the setting-up of the first factory in La Gacilly.

1969 Stores

Opening of the first store on Boulevard Haussmann in Paris following a mail strike that paralysed France and blocked all parcel deliveries. Today, the Yves Rocher Brand has more than 4000 points of sales across the globe.

1973 Riche Crème

The creation of Riche Crème, containing 30 precious oils for mature skin. It has been a best seller for more than 35 years, with 7.5 million units sold around the world each year.

2010 7 Plants, 9 Paterns

A patented anti-aging innovation, Elixir 7.9 contains 7 most powerful anti-aging active ingredients and benefits from 9 greatest patents of the Yves Rocher Brand.



1964 Chamomille

The first cream developed for the sensitive skin was made with Chamomile. This plant has been emblematic with Yves Rocher for 50 years and is grown organically in the fields of La Gacilly. The line was named Calmille in 1979 and is renamed Pure Calmille in 2007.

1970 International

First venture onto the international market with the opening of subsidiary in Belgium and then another one in Switzerland. In 1991, Yves Rocher is the second brand to enter Russia, after McDonald's. The Brand is now found in 90 countries on 5 continents.

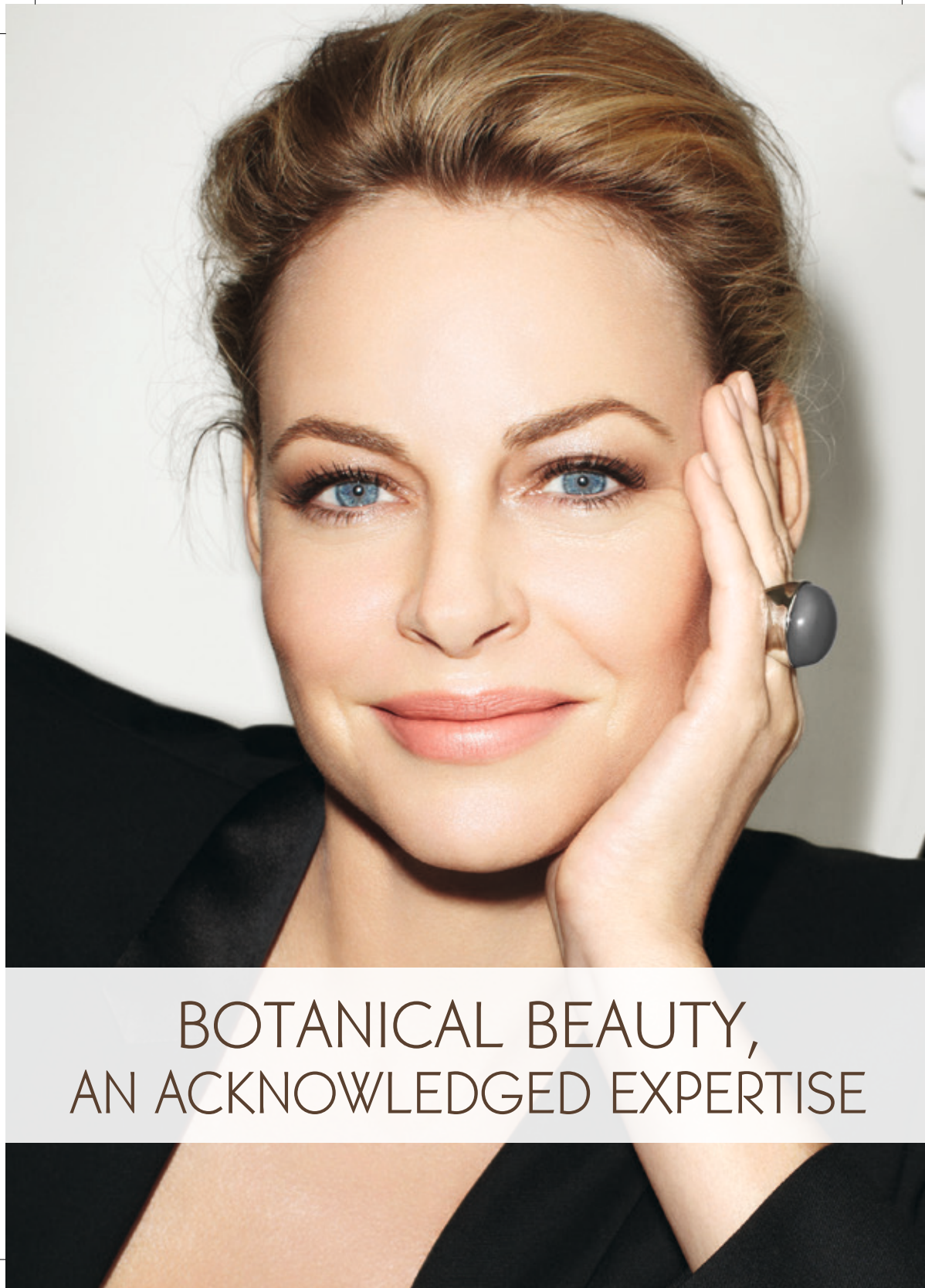
1975 Botany

Creation of the Botanical Garden. Filled with more than a thousand species, the Botanical Garden is dedicated to preserving and studying plant biodiversity and to educating the public. It is located in the Center of the Brand's 55 hectares of organic plants fields.

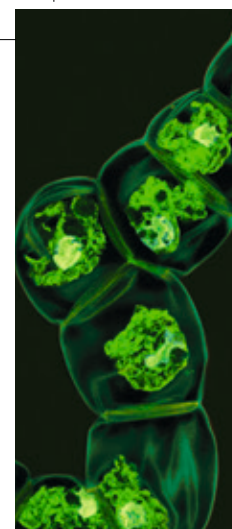
2015 55 years

Yves Rocher will celebrate its 55 years of existence:

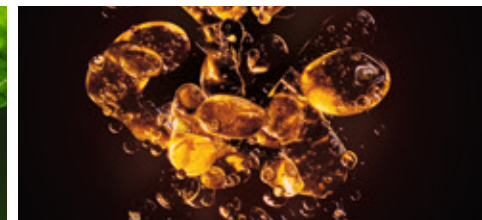
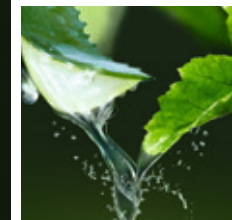
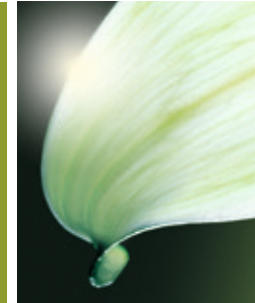
- 55 years of Love of Nature.
- 55 years of Love for the beauty of Women.
- 55 years of innovation in Botanical Beauty.



BOTANICAL BEAUTY, AN ACKNOWLEDGED EXPERTISE



100+
NEW PRODUCTS
PER YEAR



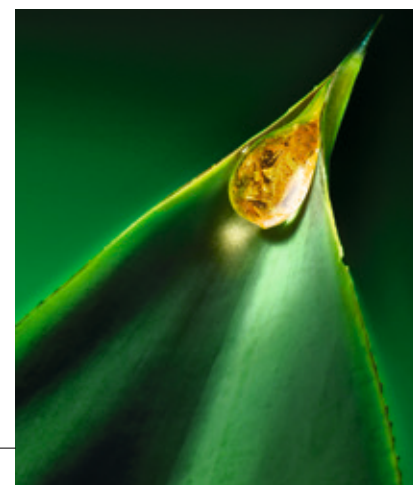
BOTANICAL BEAUTY

Since 1959, Yves Rocher has developed expertise in Botanical Beauty; reproducing the life mechanisms of plants in its formulation of effective beauty products which respect Nature.

Botanical Beauty combines the knowledge of Nature and scientific research.

A rarity in the cosmetics world, Yves Rocher owns research laboratories, dedicated to Botanical Beauty innovation. There are twenty multidisciplinary teams (including specialists such as botanists, phytochemists, compounders and dermatologists) that are working together to discover, isolate and formulate the most effective active plant ingredients and product textures to enhance the beauty of women.

Today, there are more than 50 registered patents and about 100 new products that are manufactured by Yves Rocher every year.



50+
PATENTS



EXPLORING LIFE

1100+
PLANTS SPECIES

DISCOVERING THE RICHNESS OF THE BOTANICAL WORLD

Yves Rocher Researchers have in-depth knowledge of the botanical world which is essential for understanding and protecting the plants.

Yves Rocher Botanical Garden in La Gacilly contains more than 1100 species of plants, making it a source of botanical knowledge. It has also partnered with more than 400 gardens in the world.

Moreover, our botanists and biologists are constantly scouring the five continents to explore the botanical world and discover new beauty secrets, while respecting the environment.

In order to do this, the Yves Rocher Plant Charter defines strict rules that Yves Rocher and its partners must abide by, and that includes protecting endangered species, favouring the use of cultivated plants and regenerative plant parts, refusing to use genetically-modified plant ingredients and developing procedures certified by the French organic label "Agriculture Biologique".



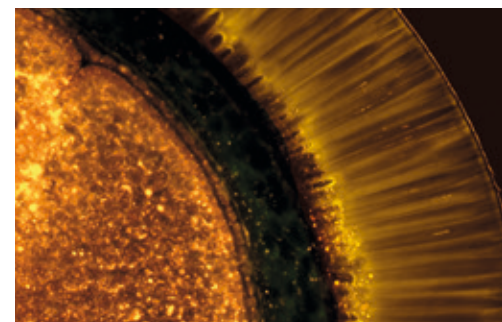
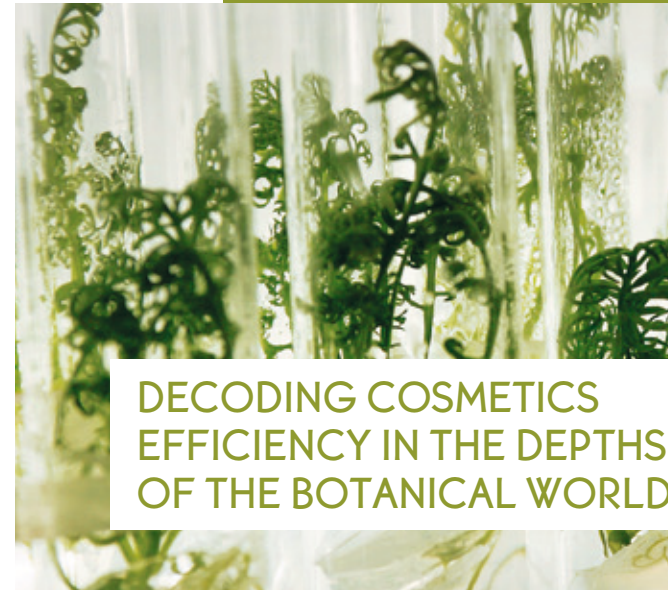
UNDERSTANDING THE BOTANICAL WORLD

DECODING COSMETICS EFFICIENCY IN THE DEPTHS OF THE BOTANICAL WORLD

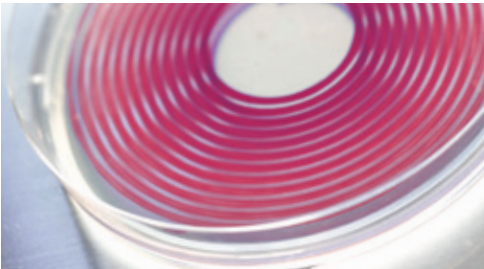
Yves Rocher Researchers constantly analyse the extraordinary abilities of plants to adapt, resist, fight and survive. This is what Yves Rocher calls Plant Intelligence.

Decoding the biological functions of plants paves the way for discovering new active ingredients in cosmetics. In Yves Rocher Research Laboratories, the phytochemists will identify the most effective molecules for skin beauty, and develop unique extraction technologies to restore the quintessence of plants to develop more effective cosmetics.

This is how Yves Rocher Research Laboratories create and develop new, exclusive active ingredients each year. They also constantly promote technologies that respect both the integrity of the active ingredients and the environment.



FORMULATING FROM PLANTS



INCLUDING PLANTS
AT THE CORE OF
EACH FORMULA

All Yves Rocher products are formulated based on botanicals that have been specially studied and selected for their beauty properties. Today, the Brand continues to favour the use of natural and botanical ingredients without compromising on the safety and efficacy of the products.

All the products manufactured in Yves Rocher's factories are subjected to a series of stringent tests to study their microbiological quality, physical and chemical stability, and environmental impact.



UNDERSTANDING SKIN



UNDERSTANDING
AND RESPECTING
SKIN MECHANISM



To gain in-depth knowledge of the skin, Yves Rocher Biology Researchers focus on understanding the overall skin functionalities and how its innermost cellular and molecular mechanisms work.

They use various models such as skin cell culture and three-dimensional models of epidermis and dermis reconstruction to decode the relationship between natural skin mechanisms and the performance of plant ingredients. This enables Yves Rocher to offer beauty products that are specially tailored to each skin type. Yves Rocher Researchers also test the safety and efficacy of each formula that it develops. In 1977, Yves Rocher created the Cosmetology Research and Study Centre (CERCO), accredited by the French Ministry of Health, to test the safety, effectiveness and sensory qualities of each formula on a panel of men and women. Yves Rocher's commitment to safety and respect for the skin is also confirmed by cutting-edge cosmetics-vigilance and is recognised by women all over the world.





FACECARE CATEGORY

Yves Rocher offers a complete face care product range specifically designed to meet all skin needs, from moisturizing to anti-aging with products from Botanical expertise. One true objective: the skin beauty's enhancement for a healthy glow and lasting benefits.

ANTI-AGING



Fight against the signs of aging thanks to expert cares.

BY SKIN TYPES



Offer women the best solution for each skin type.

ALL SKIN TYPES



Propose an affordable offer of skincare for women of all ages.

MEN



Pamper men skin with a specific range created for them.



BODYCARE CATEGORY

Yves Rocher creates personal care and wellness products that preserve and enhance the skin, body and mind for an integrative approach to beauty. From top to toe.

FOOT & HAND CARE



BOTANICAL BODYCARE



Taking the best from Nature and select the right botanicals for body rituals and skin moisturizing.

HAIR CARE



For beautiful, shiny, light and full of life hair.

HAMMAM RITUALS



An escape and relaxing ritual through oriental scents.



FRAGRANCE CATEGORY



The most beautiful raw materials assembled by the greatest perfumers. The rarest Botanical essences drawn from rich, sensitive Nature combined with the elite of olfactory talents.

PRESTIGE & FINE FRAGRANCES



Bewitching, floral or luminous fragrances, like a second skin.

FRESH FRAGRANCES



For women who love natural and delicate fragrances, inspired by garden scents.

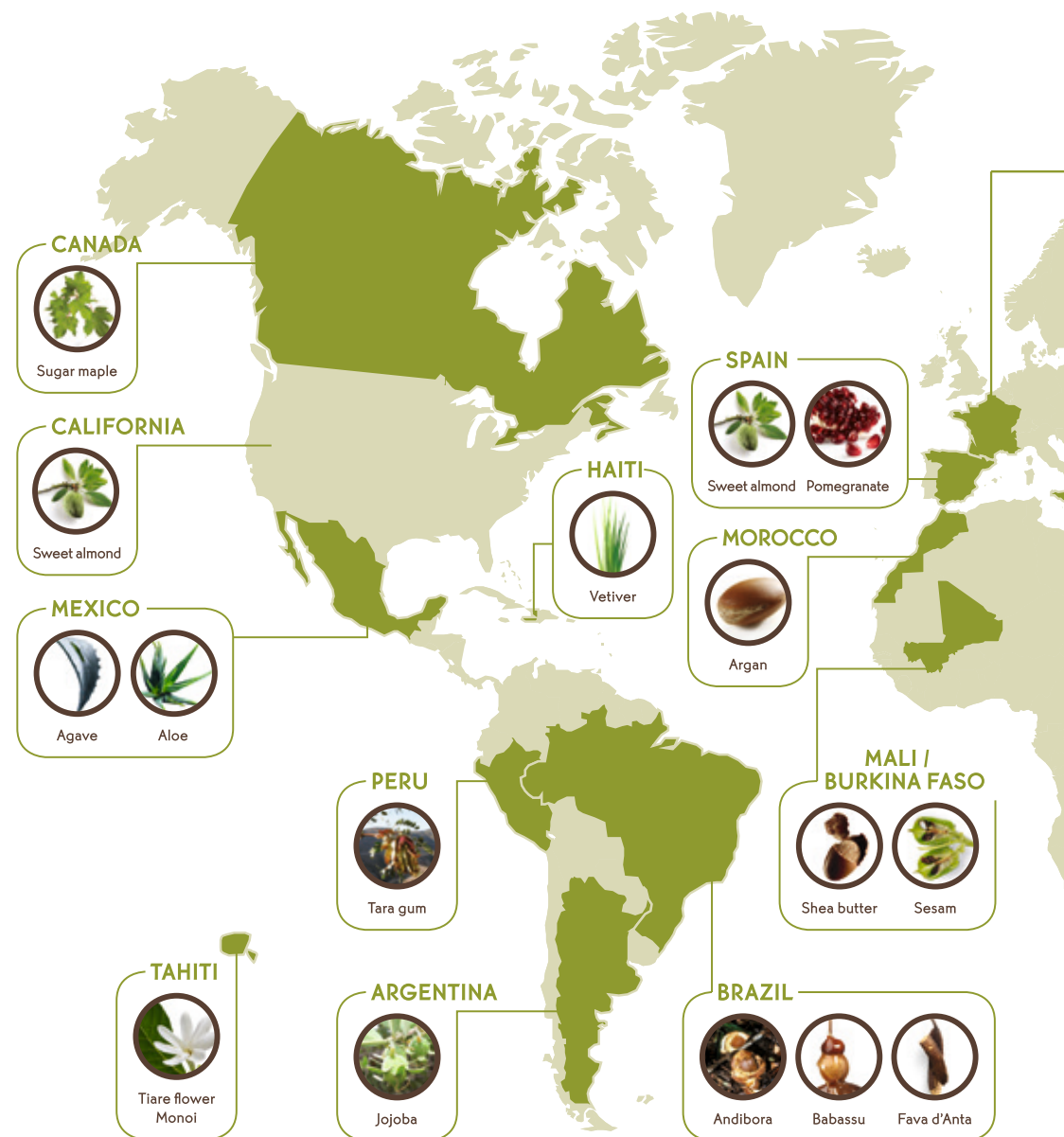
MEN FRAGRANCES



For elegant and self-confident men.

YVES ROCHER BOTANICAL TRADE

Beyond La Gacilly, Yves Rocher scours the five continents to explore the most



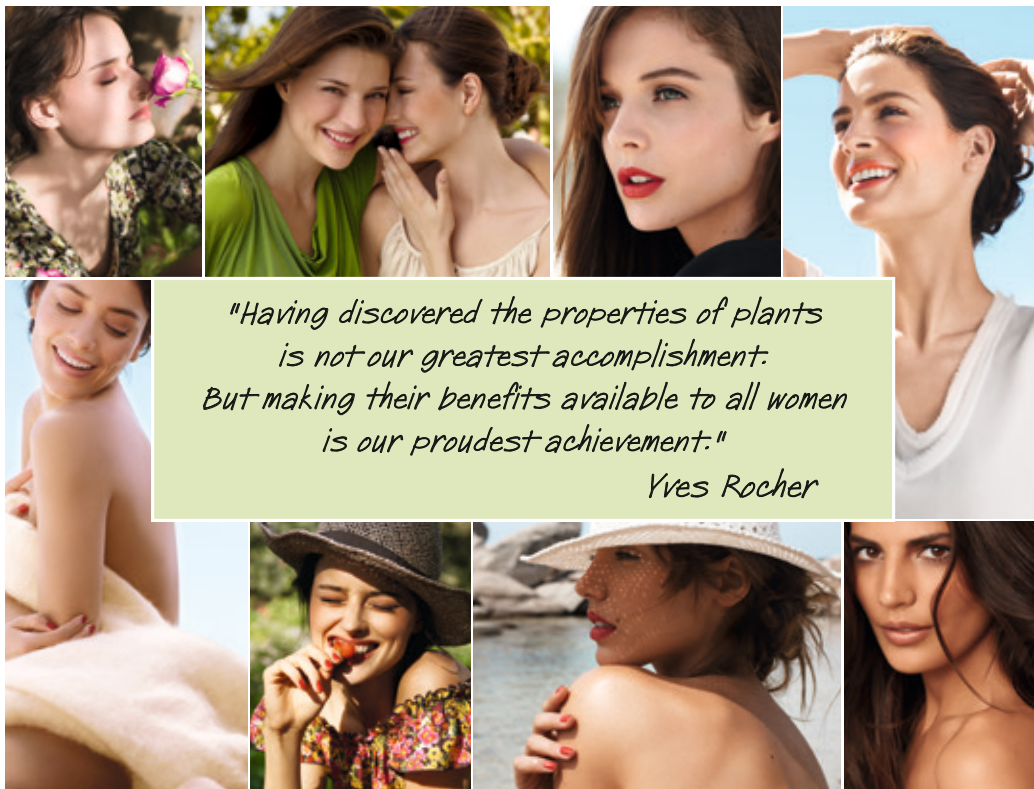
effective botanicals and guarantee the traceability of all the ingredients.



30 MILLION CUSTOMERS WORLDWIDE

Yves Rocher understands women and supports their beauty needs through Botanical Beauty products that draw on the richness of Nature. Each year, more than 30 million women choose to buy and use Yves Rocher products in 90 countries.

In France, one out of three women is an Yves Rocher customer*.



*Source: TNS Sofres 2009, nationally representative sample of women 15 years and older.

MORE THAN 850 PRODUCTS FOR ALL WOMEN



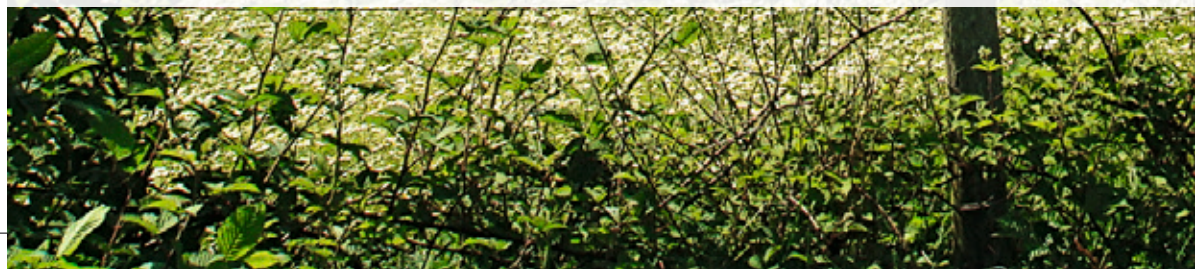
*Source: Kantar Worldpanel Beauty 2012.
In turnover and in volume in 2012
All individuals Panel

With more than 850 products, Yves Rocher meets all the beauty needs of women: face care, anti-aging, hair care, body care, hygiene, sun care and fragrances.

Yves Rocher explores the most powerful active ingredients of botanical plants to offer high-quality, customised solutions for every skin type, while protecting the environment.



A UNIQUE BUSINESS MODEL



BOTANIST

Our Botanical Garden in La Gacilly is a plant conservatory where more than **1100** species of plants are being identified and studied to discover new botanical beauty secrets.

HARVESTER

55 hectares of organic plants are grown in our own fields in La Gacilly. These plants are then incorporated into the formulation of our beauty products.



ONE BRAND, ALL OPERATIONS INTEGRATED

As a Botanist, Harvester, Researcher and Manufacturer, Yves Rocher is the only global cosmetics brand which controls the entire production cycle to offer quality, safe and affordable products to all women.



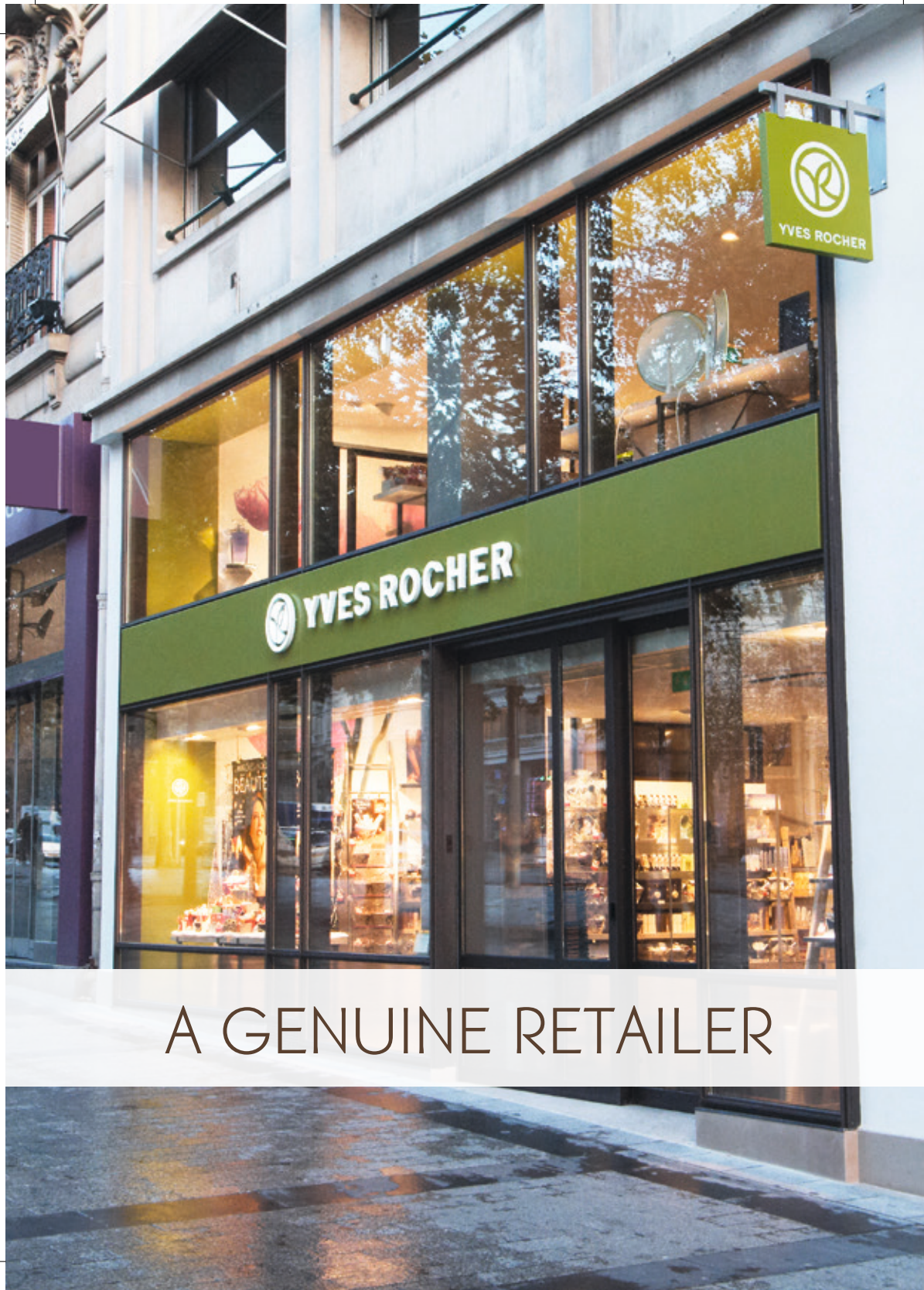
RESEARCHER

The Yves Rocher professional team of **150** researchers discover new active ingredients, textures, colours and fragrances, and develop more than **100** products each year.

MANUFACTURER

Nearly **300** million products are manufactured at our 3 factories in France which are ISO14001 and ISO9001 certified.





A GENUINE RETAILER

OVER 40 YEARS OF RETAIL KNOW-HOW:

More than **4 000** retail outlets worldwide,
About **6 000** beauty advisors.



102 Champs-Élysées • Paris, France



Madrid • Spain



Cologne • Germany

THE BOTANICAL BEAUTY WORKSHOP

Naturalness of the design that is an invitation
to experience and expertise.



Moscow • Russia



Ankara • Turkey



Shanghai • China

A RETAIL CONCEPT THAT ADAPTS ITSELF

8 formats, ranging from the linear meter on a wall
to surface areas of 100 m² that can be adapted.



THE YVES ROCHER FOUNDATION



The Yves Rocher Foundation - Institut de France was founded by Jacques Rocher, son of Mr. Yves Rocher. The Foundation supports local and global nature conservation, solidarity and environmental education in more than 50 countries throughout the world.

Created in 1991 and supported by the Institut de France in 2001, the Foundation has been working towards a greener world through two main initiatives: Plant for the Planet and The Women of the Earth Award.

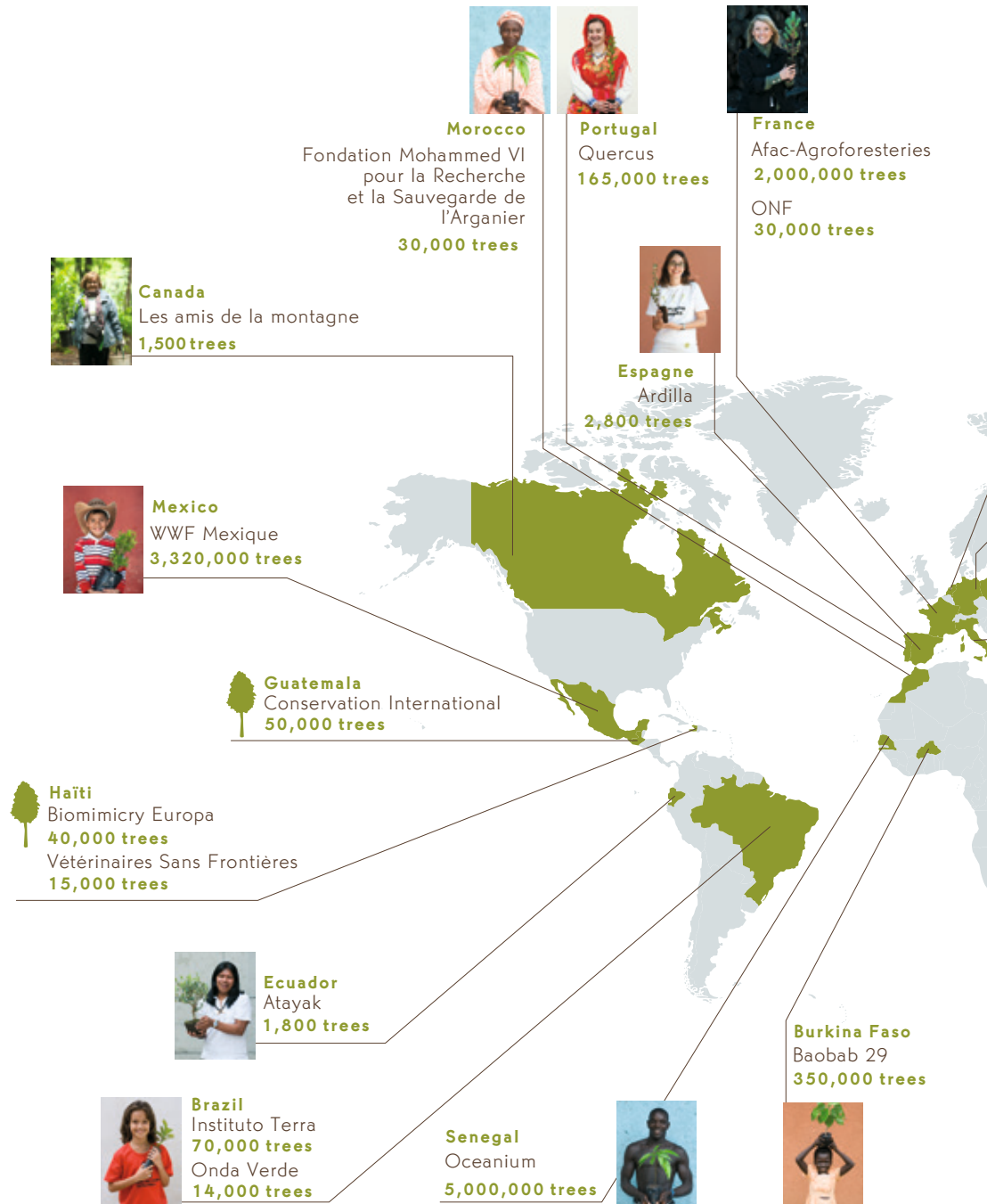


PLANT FOR THE PLANET

In 2007, Jacques Rocher met Wangari Maathai, the first African woman to receive the Nobel Peace Prize and the godmother of "Plant for the Planet: Billion Tree" Campaign by United Nations Environment Programme (UNEP).

In response to the challenge of climate change, Jacques Rocher committed to planting 1 million trees by 2010. The Foundation pursues a new goal of planting 50 million trees by 2015 and is working in partnership with 20 NGOs specialising in worldwide reforestation.

PLANT FOR THE PLANET



OBJECTIVE: 50 MILLION TREES





IN EVERYTHING WE DO, WE BELIEVE IN **CHALLENGING THE STATUS QUO** BECAUSE IN TODAY'S WORLD THE ROLE OF BUSINESS IS **TO MAKE THE WORLD A BETTER PLACE** FOR EVERYONE.

THE WAY WE CHALLENGE THE STATUS QUO IS BY ACTING DIFFERENTLY AND BY INFUSING **MEANING AND CREATING EMOTIONS** IN OUR WORK.

