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L'OCCITANE

EN PROVENCE

L'OCCITANE INTERNATIONAL S.A.

Société Anonyme

1, rue du Fort Rheinsheim L-2419 Luxembourg

R.C.S. Luxembourg: B80359

(Incorporated under the laws of Luxembourg with limited liability)

(Stock code: 973)

JAPAN UPDATE

This announcement is made by the L'Occitane International S.A. (the Company) on a voluntary basis.

Given the uncertainties surrounding events in Japan we would like to confirm that all members of our staff are safe and all stores are intact. In addition our IT systems and supply chains are functioning.

However, due to power shortages and public transport disruptions we continue to experience some degree of business interruption. With the majority of staff now having less difficulty in commuting to work, stores are operating on a more regular basis. Over 80% of our stores are open for business with those in the western part of the country little affected by events.

Excluding unforeseen events we would expect that within a week almost all of our stores will be open for business.

By Order of the Board
Reinold Geiger
Chairman

Hong Kong, 16 March 2011

As at the date of this announcement, the executive directors of the Company are Mr. Reinold Geiger (Chairman and Chief Executive Officer), Mr. Emmanuel Laurent Jacques Osti (Managing Director), Mr. André Joseph Hoffmann (Managing Director Asia-Pacific) and Mr. Thomas Levilion (Group Deputy General Manager, Finance and Administration), the non-executive directors of the Company are Mr. Karl Guenard, Mr. Martial Thierry Lopez and Mr. Pierre Maurice Georges Milet and the independent non-executive directors of the Company are Mr. Charles Mark Broadley, Ms. Susan Saltzbarth Kilsby and Mr. Jackson Chik Sum Ng.