

REST & RESET

Let our powerful oil-in-serum, with its surprising golden bubbles, work its magic overnight. Wake up every morning with glowing skin.

HELLO
GOLD MORNING





*Beautiful skin
will make you
a morning
person.*



WHAT IF YOU COULD RESET YOUR SKIN IN JUST ONE NIGHT?

Meet our innovative new Immortelle Reset. It helps your skin recover overnight from your intense everyday life. You'll see a difference after just one night! And one month later you'll see a global visible transformation.

4

FIND YOUR GOLD MORNING ROUTINE

Take your beauty to the next level with this innovative new texture that's a breeze to add to your L'OCCITANE's routine!

1

SAY HELLO TO **GOLD MORNING**

Environmental factors - like stress, pollution, diet and fatigue - are a part of life, but you don't have to wear them on your face. Use our Immortelle Reset every night and wake up beautifully thanks to our new favorite product!

2

A TRIO OF **POWERFUL INGREDIENTS**

A powerful trio of actives from natural origin helps your skin feel like new again. *Acmella oleacera* extract instantly smoothes, marjoram extract wakes up the skin overnight, and Immortelle essential oil adds its anti-aging power!

3

GET TO KNOW THE **GOLD MORNING EXPERTISE**

Discover all the benefits of an oil-in-serum with a surprising texture that delights your senses. Imagine: more than 3,000 golden bubbles* are working for you during the night.

*3,300 bubbles per 30 ml



1

SAY HELLO
TO GOLD
MORNING

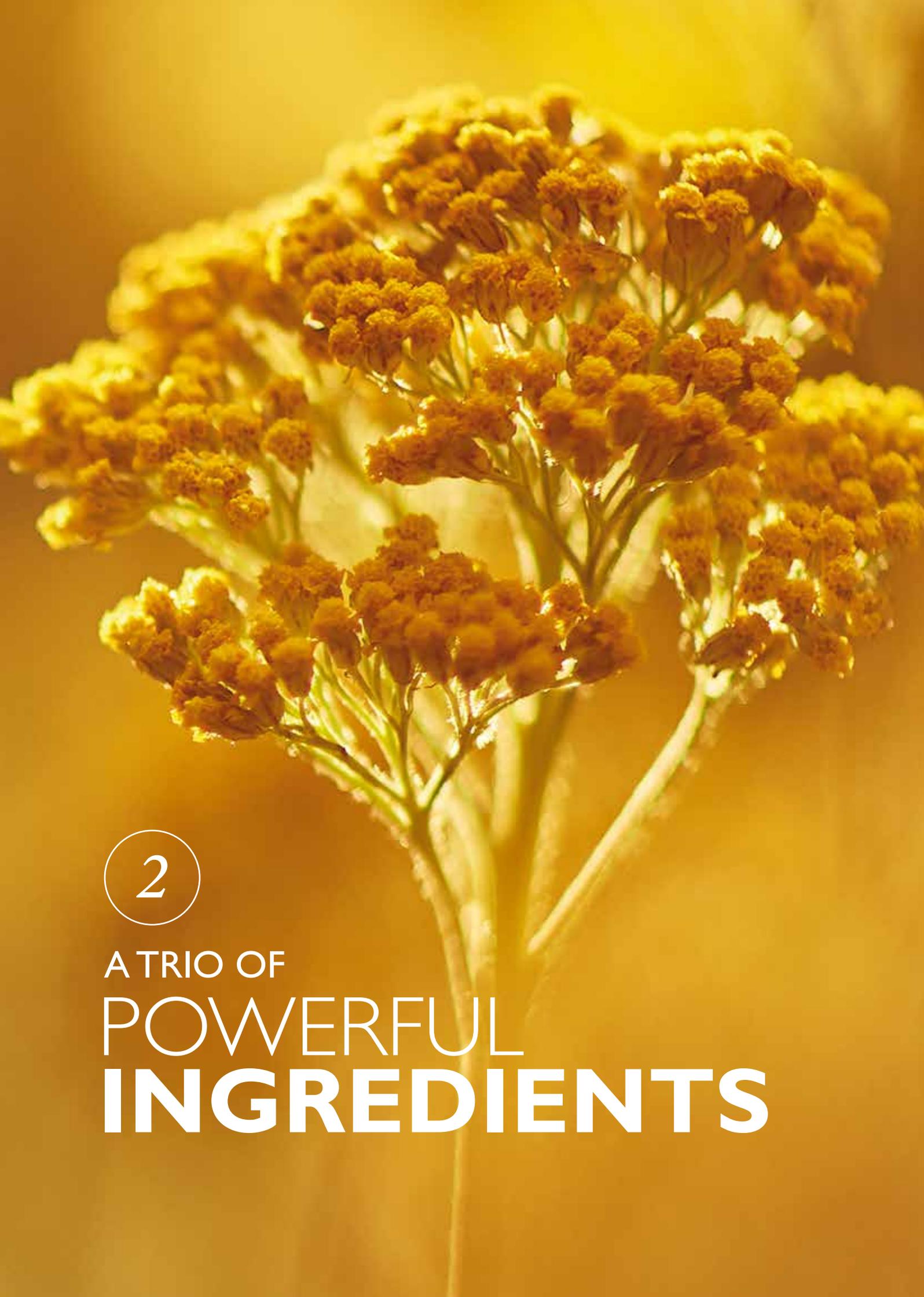




AND WELCOME TO **YOUR INNER GLOW**

These days, most of us lead intense professional and social lives: while it can be fulfilling, it is also exhausting. Sometimes that fatigue is visible on our skin. **Environmental factors like stress and pollution, associated with modern lifestyle, impact our skin.** Skin is visibly duller, drier, our features are more pronounced. One of the best times to fight stress with our Immortelle Reset is at night,

when the mechanisms of skin recovery and repair are the most active. **The trio of ingredients in our Immortelle Reset helps your skin look reset.** *Acmella oleacera* extract helps smooth out stress lines and has a natural botox-like effect. Marjoram extract helps **awaken your skin overnight.** And our precious Immortelle essential oil helps **fight visible signs of aging.**



2

A TRIO OF

POWERFUL

INGREDIENTS



A PERFECT COACTION BETWEEN 3 INGREDIENTS

- PATENT PENDING IN FRANCE - SYNERGISTIC ACTIVITY BETWEEN MARJORAM EXTRACT AND IMMORTELE ESSENTIAL OIL



Three active ingredients in **two** surprising textures that produce **one** global visible RESET result. Immortelle blends with *Acmella oleacera* and marjoram extracts to help you reset overnight to switch on your skin by morning. The marjoram and *Acmella oleacera*-rich serum penetrates skin quickly, and the Immortelle oil bubbles release their power into the skin. Not to mention it feels incredible!



MARJORAM EXTRACT



This remarkable plant helps **awaken our skin** on the basis

of epigenetics. It lets us reset our skin, which is submitted

daily to different environmental aggressors.



ACMELLA OLEACERA EXTRACT

It's been used as a medicinal remedy around the world,

reducing muscle tension and softening facial wrinkles caused by

stress or fatigue. Also considered **for its botox-like effect!**



IMMORTELE ESSENTIAL OIL

Our unique anti-aging powerhouse, Immortelle essential oil is known

for its ability to challenge time. It helps to protect skin from

the negative effects of pollution, keeping it fresh and young.



THE SCIENCE BEHIND THE MAGIC

L'OCCITANE's nature lab has been researching how to maximize the powers of nature's beauty since 1976. The Immortelle Reset is just our latest innovation, as we continue to raise the bar on natural beauty and skincare.



*Retouched Photography

UNDERSTAND EPIGENETICS

Much of what makes you YOU, can be attributed to genetics. So you can thank mom and dad for your first gray hairs showing up in your 20s... But we're learning more and more about how the expression of our genes can be modified by our lifestyles. **And it's transforming our approach to skincare.**

Epigenetics is the study of how the environment can modify gene function... One common example you might have encountered is identical twin studies: one twin smokes, the other doesn't, and you can clearly see the difference in their wrinkles over time. Same goes for pollution, stress, and fatigue.





3

GET TO KNOW THE

GOLD MORNING
EXPERTISE

After

1 Night

Skin looks
AWAKENED ⁽¹⁾
for
91%
of the volunteers

Skin looks
RESTED & FRESHER ⁽¹⁾
for
97%
of the volunteers

Skin is
LUMINOUS ⁽¹⁾
for
81%
of the volunteers

After

7 Nights

Skin looks
RESTED ⁽¹⁾
for
100%
of the volunteers

Complexion has a
HEALTHY GLOW ⁽¹⁾
for
97%
of the volunteers

Fine lines and expression
WRINKLES ARE LESS VISIBLE ⁽²⁾
for
90%
of the volunteers

After

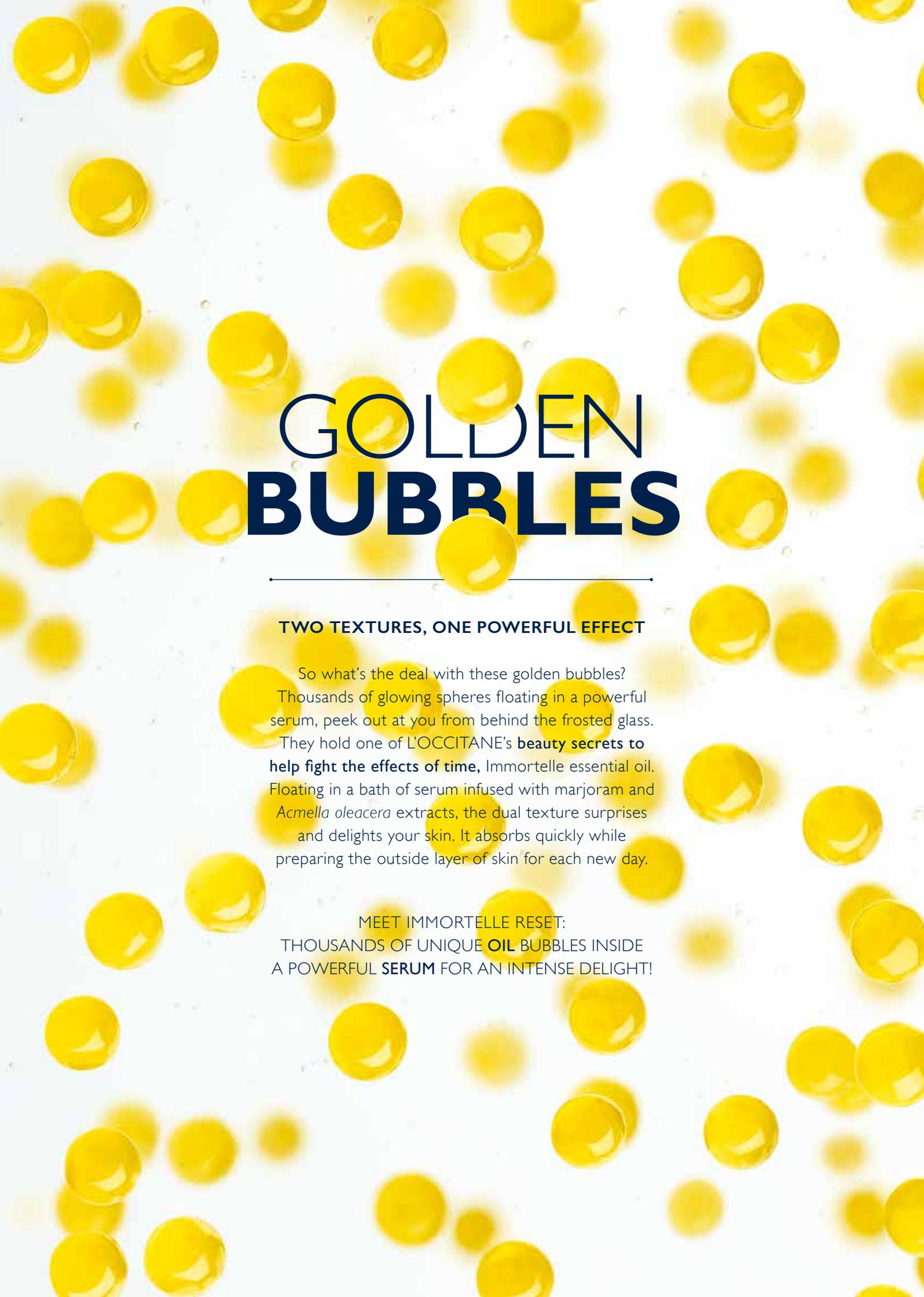
28 Nights

Skin looks
**TRANSFORMED
& RE-ENERGIZED** ⁽¹⁾
for
100%
of the volunteers

Skin looks
**REPLENISHED WITH
MOISTURE & PLUMPED** ⁽¹⁾
for
100%
of the volunteers

Skin is
**YOUNGER-
LOOKING** ⁽¹⁾
for
90%
of the volunteers

(1) Consumer test results, 31 women. (2) Consumer test results, 51 women.



GOLDEN BUBBLES

TWO TEXTURES, ONE POWERFUL EFFECT

So what's the deal with these golden bubbles? Thousands of glowing spheres floating in a powerful serum, peek out at you from behind the frosted glass. They hold one of L'OCCITANE's **beauty secrets to help fight the effects of time**, Immortelle essential oil. Floating in a bath of serum infused with marjoram and *Acmella oleacea* extracts, the dual texture surprises and delights your skin. It absorbs quickly while preparing the outside layer of skin for each new day.

MEET IMMORTELLE RESET:
THOUSANDS OF UNIQUE **OIL** BUBBLES INSIDE
A POWERFUL **SERUM** FOR AN INTENSE DELIGHT!



4

FIND YOUR GOLD
MORNING
ROUTINE

AND GLOWING SKIN WILL SHOW UP!

Unlike many beauty products on the market, the Immortelle Reset works with the skin **to prepare it to welcome all the benefits of your L'OCCITANE's skincare.** The idea of resetting overnight is getting your skin a fresh start, getting rid of the negative aggressors that have weighed it down and affected your epigenetics throughout the day. Stimulating skin with creams and serums and oils is less effective if your skin isn't receptive. That's where we come in. **This powerful liquid prepares your skin to be receptive to your L'OCCITANE's favorites.**

01

Refresh

**START WITH A FRESH
FACE BY CLEANSING
WITH WATER OR ESSENCE.**

02

Reset

**RESET OVERNIGHT
TO SWITCH ON YOUR
SKIN BY MORNING**
WITH OUR OVERNIGHT
RESET OIL-IN-SERUM.

HOW TO MAXIMIZE RESET VISIBLE EFFECTS?

After cleansing and toning, **begin by massaging your third eye** (between your eyebrows) three times clockwise, three times counter-clockwise with two fingers.

Then use **three pumps of L'OCCITANE's Immortelle Reset** to massage **around the contours of your face**, down the sides of the neck and into the temples to help relieve tension.

Finally, **reset your energy by strategically massaging the Immortelle Reset into pressure points around your face**, mixed with breathing techniques that will breathe new life into you.

Head to one of our L'OCCITANE stores, where our beauty advisors can teach you how to rejuvenate and fight both internal and external factors like fatigue or stress.



03

Replenish

**LOCK IN ALL
THE BENEFITS**
WITH A LUSCIOUS
L'OCCITANE'S NIGHT
ROUTINE.



"The promise of skin that looks awakened was evaluated by a panel of over 100 women, from all over the world, with different beauty habits and using the product in combination with various skincare routines."



REST & RESET

Immortelle Reset

50ml €XX

New product available in store
and on our website the XXXXXX 2018



@loccitane



@L'OCCITANE en Provence



#LOccitane

L'OCCITANE PRESS CONTACT

Mme Lorem • mme.lorem@agence-rp.com
M. Ipsum • mr.ipsum@agence-rp.com
Press Relations Company
xx lorem ipsum street – xxxxx ipsum city
Phone +33 (0)1 xx xx xx xx

L'OCCITANE
EN PROVENCE

