



CLARINS

70

*70 years ago, amongst the backdrop of the 1950s, when quick fixes and female stereotyping reigned supreme, Jacques Courtin-Clarins' approach to beauty was both *unique and innovative*.*



Instead of telling women
what they should do,
*he listened, understood
and empathized.*

Instead of always knowing,
he sensed *there was always more to learn.*

Instead of artificial ingredients,
he *trusted plants* to bring his
formulas to life.



He saw then what we know now.
That beauty, happiness and
well-being were *inextricably linked*.

That *true confidence* comes
from feeling good in your skin.

He dedicated himself to making Clarins
a lifelong friend, a trusted confidante.

**Built on *transparency*
and always *accountable*.**



70 years and 2 generations later,

his family and the company he created
continue to *seek out beauty and share it,*
through every touch and *in everything we do.*

From innovation to innovation.



In every serum, mascara and beloved fragrance. From one challenge to the next. In every take, decision we make, every step we take, we continue to *take responsibility for our actions.*

Cultivating our *forward-thinking perspective* on beauty while staying true to our core values of honesty and respect.

Expressing our *passion*, sharing our expertise. From touch to touch, keeping up *our constant dialogue with you.*

In 2024, Clarins turns

From simple beauty institute in Paris
to European leader in premium skin care*,
for 70 years, we have stayed true to our
original philosophy of listening,
understanding and improving.

70

For 70 years, we have balanced
deep values and **daring innovation**.

It has been 70 years of defining moments and
stand-out **products made with plant extracts**.

70 years of working to create not only
a more sustainable today but to hand over
a **more beautiful tomorrow**.

70 years of our pioneering vision
of **effective beauty**: beauty that contributes
to **health, harmony and happiness**.

70 years of Clarins and we have so much to celebrate.





Let's celebrate!

1. The art of listening
2. A singular approach to nature
3. Permanent innovation
4. 70 years of professional expertise
5. An engaged brand from the beginning
6. 70 years of transmission
7. Clarins' major milestones

1

The art of listening

In 1954, Jacques Courtin-Clarins had a *unique vision*: that beauty should be seen, felt and lived. In his daring, holistic view, beauty was part of a whole and so much more than just physical.





He was a man who took
beauty seriously.

And who was determined
to follow his conviction that *beauty
mattered and could make a difference.*

But as an entrepreneur starting out with modest means,
he also needed a way to make his vision happen.

So instead of relying on quick fixes and miracle promises,
he took a **unique approach**: taking care to listen to women
(rare at that time!) and understand their love/hate
relationship with their skin.

From the very first client cards placed in our products
to today's online dialogue, Clarins has continued to put
listening at the heart of everything we do. Listening offers
rare insights and invaluable feedback. Through listening,
we have created a close, trusted link with our clients.
Listening offers us a chance to keep doing more, doing better
and to do enjoy doing so. And that, in a nutshell, is Clarins.



2

A singular approach to nature

Scientific & botanical, ethical & ethnological
and always respectful & powerful.

Our belief in the power of plants has never
wavered in the past 70 years.

Because with plants,
you can make beauty grow.
With science, you can extract
the *rarest* and *most powerful*
extract from each plant.

It is from this perfect synergy between high-performing botanical extracts and irreplaceable scientific expertise **that our exceptional formulas are born.** Clarins was among the first to foresee the extraordinary potential of plants for cosmetics. And 70 years on, the genius of the plant world is still a constant source of inspiration for Clarins researchers as they work on new skin care and make-up formulas.

“As a scientist, I pay very close attention to the quality of the natural ingredients we select as well as extraction methods used to capture key molecules.”

Dr. Olivier Courtin-Clarins





Since 1954, we have slowly built up our herbarium – it includes over **200 different plants** today – studying more than **400 extracts** in our phytochemical lab each year.

One of our guiding principles has always been to choose an ingredient of natural origin over a synthetic one, if it offers the same effectiveness. A great example of this is harungana extract, nature's alternative to retinol. This super ingredient, with its retinol-like technology, is the powerhouse of our Super Restorative line.

For 70 years, Clarins has used science to perfect what nature invents.

And there's
proof in every drop.

3

Permanent innovation

Jacques Courtin-Clarins' first products were innovative because they used plant science to solve skin problems. And because they *combine insight with foresight*, Clarins products have always been ahead of the curve.



Tonic Body Treatment Oil, Double Serum, Eau Dynamisante, UV Plus, Lip Comfort Oil.

Clarins has put its name on a long list of **legendary products** and made disruptive innovation its signature. Over the course of 70 years, we have continuously challenged what's possible in cosmetics.

In 1985, we launched **Double Serum**, when no one imagined combining oil and water-soluble ingredients!

When other brands first started to think about customers, Clarins was already distributing cards to its clients with personalized advice, and this since 1966.



In 2015, when the big beauty brands were all focused on lipstick, we chose not to conform, launching our **lip oil**: a mover, shaker and true gamechanger in the world of lip products.

Our challenger's mindset means shaking up the status quo and **making permanent innovation our priority**.

A major scientific advancement? A new, even more effective ingredient? Even if a formula is already number one*, Clarins will keep **enriching and enhancing** it to ensure it is even more innovative, more **high-performing** and more **enjoyable** to apply.



70 years of **evolution**. Of **excellence**.
70 years of plant science and **skin results**.
70 years of constantly asking more of ourselves. It all started with **thinking innovatively and out of the box**.

Today, permanent innovation continues to set Clarins apart.



4

70 years of professional expertise in every touch, treatment & tutorial

Everything we know about beauty comes from those first days in the original Parisian beauty institute. It was our first professional spa *dedicated to skin*. Over the past 70 years, the knowledge gained there has been perfected and passed on.



Our expertise
in the
art of touch,
has been tested and transmitted,
to make every movement,
even the slightest, matter.

With **450 different professional hand movements** possible and no less than 90 carried out during the course of a treatment, Clarins Beauty Therapists are some of the most skilled and highly trained in the spa industry. The Clarins spa has always been a place where **authentic savoir-faire is transferred** via skin-to-skin contact, to offer **visible results** and the feeling of wellbeing that comes from being in truly expert hands.

Sharing our professional beauty expertise also means helping our clients prolong the spa experience as long as possible. We encourage them to maximize the benefits of their products thanks to specifically developed application methods and Clarins Pro Techniques that are easy to do at home. They can become beauty mixologists – by learning the art of professional blending, they can create a truly **personalized beauty** routine in their own bathroom. And of course, the art of listening, so specific to Clarins, happens online and instore, where our beauty coaches continue to offer real-life **solutions**, personalized routines and **positive energy**.



5

An engaged brand from the beginning

With nature as the driving force of our innovations, we have always been very *conscious* of our impact and as we have grown, we have become more and more focused on trying to reduce it.

In 1999, Clarins was one of the pioneering brands to ban the use of plastic bags in stores in France.

Over the course of 70 years, we have **sourced** ingredients **with care** and supported the local communities who grow and harvest them.

To conserve biodiversity and grow our ingredients sustainably, we created the Domaine Clarins, our open-air laboratory in the Alps. We are all so proud of **Clarins T.R.U.S.T.** that invites clients to trace our ingredients from field to formula: our unique way of using tech for more transparency. For the first 70 years of its existence, Clarins has also remained fully committed to childhood initiatives and projects that promote health and well-being for all.

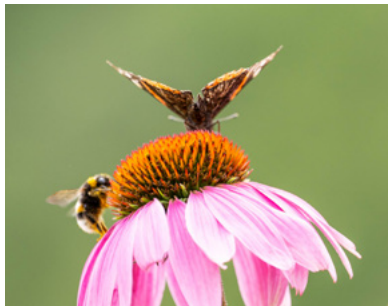
We've always had
*a forward-thinking approach
to society and the environment,*
even long ago when no one
was looking.



Today, our commitment to making
a positive impact has never been clearer.

30%

Clarins is on track
to reduce its emissions
by 30% by 2025.



2025

By 2025, all our skin care will be
recyclable, refillable or reusable.



100%

Our sourcing will
be 100% sustainable.



25%

of our plant extracts will be
sourced from the Domaine Clarins
or Clarins certified farms.





756 000

We have planted 756 000 trees.



41

We have provided over 41 million school meals.



23

We aim to keep growing our 23 fair trade programmes to improve the lives of local communities.

60 000



Through “Le Prix Clarins” award, we continue to champion childhood causes. This award, that supports the work admirable women are doing to help children in need, is present in 14 countries, has supported over 90 organisations and helped 60 000 children since its creation in 1997. To date, 15 organisations continue to be supported by Clarins.

600

Over the last 10 years, we have supported the **Fondation Arthritis**, donating nearly 20 million euros in support of 600 projects: scholarships, research projects, direct support for innovation and science while also raising awareness of the disease amongst health professionals and society in general.

“The thing that brings the men and women of the Clarins Group together, besides a passion for all aspects of beauty, is the desire to be involved in something bigger than our work. It’s the conviction that together, we have to take care of the planet and improve the lives of current and future generations.”

Christian Courtin-Clarins



6

70 years of transmission

Because it goes beyond *sharing knowledge*. At Clarins, it has always been about the handing down of expertise, values and savoir-faire.



It is passing on a passion for
beauty from
one generation to the next
and it is central to how Clarins
operates, starting with its leadership.

Today, **Virginie Courtin** – alongside her uncle, **Olivier Courtin-Clarins**, and **Jonathan Zrihen** – proudly leads the company founded by her grandfather.

Central to our CSR approach too because it says we want to go beyond leaving behind an average world, we want to actively hand over a better one to the next generation.

Our beauty advisors and all of us who work at Clarins pass on Clarins' pro advice. Our clients also pass on their favourite products and love of Clarins, mother to daughter, friend to friend. And even more precious to Clarins – trust. The trust that has always existed between us and the people who use our products, passed on and preserved.

“The transmission of a business model, transmission amongst our clients, who, from mother to daughter, honour us with their trust, and the transmission of a more beautiful planet to future generations.”

Virginie Courtin



Guided by a love of nature and a close dialogue with women,

Clarins has only ever made one kind of beauty: beauty that is a source of generosity, well-being and self-confidence.

And beauty that strives to be responsible. This grassroots CSR approach that has always guided Clarins, become more structured and ambitious in 2020, with “Clarins We Care”, the group’s clearly defined CSR strategy. It put Clarins’ purpose or ‘raison d’être’ – “Making life more beautiful and passing on a more beautiful planet**” front and center of our corporate strategy so that beyond our 70-year anniversary, it will continue to drive every decision we make and action we take.

Passing on a more beautiful planet is significant because instead of a leaving behind, there is a direct transfer, for which we wish to be held accountable. For Clarins, this means that it is not only about correcting or reducing our impact now. It means acting voluntarily to fight inequality, push for equal development and do everything we can to hand over a healthier planet to the next generation.

Transmission is both unique to Clarins and very universal. Transmission has kept the close link with clients and pioneer mindset of Jacques Courtin-Clarins alive. So whether it is passion, expertise, responsibility or pro beauty advice... **70 years later, we will keep on transmitting.**

7

Clarins' major
milestones •



1954

The official opening

Jacques Courtin-Clarins opened the **Clarins Beauty Institute at 35, rue Tronchet in Paris**. Here, physiotherapists and beauty therapists practiced his exclusive new massage method which would revolutionize traditional body treatments and, later, face treatments too. Its success spread through word of mouth and articles in the press. More and more clients came to the Institute, where the sincerity they found in Jacques Courtin-Clarins encouraged them to open up about their beauty concerns. He, as ever, listened and took notes, already envisaging beauty products that would address each unique need.



1965

Et voilà – the oils. Jacques Courtin-Clarins’ original formulas

Beauty legends and still bestsellers, the **Treatment Oils** were first released in 1965 at the request of the Beauty Institute’s clients. Each body oil was formulated in response to a specific need, with a simple name to explain its action: “Tonic”, “Contour” and “Relax”. The face oils, “Blue Orchid”, “Lotus” and “Santal”, loved for their beautiful scents and silky softness. Made with 100% pure plant extracts, these oils distilled Clarins’ in-depth skin expertise into each sensorial drop. Using the powers and properties of plants for beauty and well-being – in a concept Clarins called “aromaphytocare” – was a bold first step into the world of wellness, long before it became the mega trend it is today.



1985

D for disruption. And Double Serum

For the first time in cosmetics, here was a product that combined hydric and lipidic (water and oil-soluble) age-defying ingredients. Never before had a serum multi-tasked like this: the unique double formula with a maximum number of active ingredients in their optimum concentration meant that the skin's 5 vital functions were stimulated and different signs of ageing could all be targeted, all at once. With one sold every 4 seconds*, Double Serum remains Clarins' number 1 bestseller, and the symbol of a dual promise to excellence and innovation. Watch this space for what's to come in 2024: here's to double power with a futuristic approach to promoting youthful-looking skin.



1987

Great fragrance, great feeling

The first eau de toilette** that combines the action and fragrance of plant extracts, for an uplifting scent and an even more uplifting sensation. **Eau Dynamisante** pioneered a new trend in cosmetics and remains the most celebrated of skin care fragrances even today.



1987

The science of firmer skin

In 1987, Clarins' Extra-Firming creams were the first* to address the specific needs of women in their forties, focusing specifically on the causes behind a loss of firmness and its correlation with increased wrinkles. With each new generation, these exceptional day and night care products have continued to make leaps and bounds in the field of firmness. The latest generation, affectionately called 'the spring cream' by our clients, helps to effectively puts the spring back into skin, thanks to the firming power of kangaroo flower extract. 2025 will see Clarins make another firm nod to innovation as we introduce the latest generation of Extra-Firming products to our powerhouse range.



1989

La Fondation Arthritis

The Polyarthritis Research Association, presided by Dr Olivier Courtin-Clarins, was founded in 1989. It became Arthritis - Fondation Courtin in 2006 and funds research into chronic inflammatory rheumatism, encouraging the discovery and evaluation of innovative therapies. All the donations made to the Fondation Arthritis are devoted to raising awareness of these diseases and to research.





2001

Make way for Clarins Men

Clarins' first line of targeted skin care formulas, **in sync with the specific needs of men's skin.** Expert age-defying care powered by plants to cleanse, target wrinkles, and turn every shaving experience into a refreshing, feel-good experience.

1991

Skin-smart make-up

Launched in 1991, Clarins Make-up was a step ahead of everyone else, already thinking beyond the glow to the skin benefits each foundation, lipstick and mascara should offer. Today, a complete line of innovative products, this is a range that remains true to Clarins' skin-first philosophy: part make-up, with unique textures, carefully crafted colours and diverse finishes to offer instant results. And part skin care, thanks to formulas enriched with plant extracts, carefully selected to improve the quality of skin, lips and lashes with daily use.



2015

A kiss of shiny colour. Care like no other

Loved since it was launched in 2015, Lip Comfort Oil carries the legacy of Clarins's first face and body oils in its one-of-a-kind texture and is the quintessence of Clarins' skin care-inspired approach to make-up. By combining long term skin benefits with make-up mastery, it showed how a gloss could do more than just look good, and this long before hybrids were in. With one sold every 20 seconds*, it is the best-kept secret to lips that get more beautiful every day.



*Clarins internal figures, Sell in WW FY 2022.



2019

My Clarins: sharing skin expertise with the next generation

Our vegan-friendly range of skin care, especially developed for younger clients. Active molecules from fruits & plants perfectly concentrated for maximum effectiveness. Vegan formulas, with a minimum of 90% ingredients from natural origin. Made with sustainably sourced active ingredients. Addictive textures, fragrances and sensations – everything the My Clarins generation loves.

2016

The Domaine Clarins

As early as the 1960s, Jacques Courtin-Clarins foresaw that the purity of the French Alps could give rise to active ingredients that were naturally good for the skin. In the 90s, his son, Christian, partnered with Alp Action – since taken over by Asters – to help protect the flora and fauna of this mountain range. In 2016, the creation of the Domaine Clarins, was a dream come true for Clarins. This 10-hectare site, set within a natural reserve of more than 80,000 hectares, embodies Clarins' responsible approach, allowing us to study, source and produce exceptional ingredients that are 100% organic while fully respecting biodiversity. Organic farming without chemical fertilizers and pesticides, manual harvesting, natural inputs and horse-drawn ploughing - all to preserve the life of the soil and respect the cycles of nature. With the ideal conditions for producing, in pace with the seasons, our very own plant extracts, packed with high-quality, pure and naturally effective active ingredients, the Domaine Clarins is our vision of the beauty of tomorrow.





2022 Clarins T.R.U.S.T.

This digital traceability platform is aimed at giving consumers secure and tamper-proof access to the journey each Clarins product makes. Clarins saw blockchain and its ability to store and transmit product data in a reliable and transparent manner as a way of offering its consumers sourcing and manufacturing information that is 100% certified. And in broader terms, through the Clarins T.R.U.S.T. platform, Clarins showed how blockchain can be used to instill brand purpose into real-life and real-time situations in a practical and meaningful way. Coupled with blockchain, “Caring for people and caring for the planet” offer new possibilities and infinite potential in an increasingly tech-based world.

2022 Clarins Precious

Clarins’ first line of luxury skin care. With its compelling story and natural exclusivity, Clarins Precious presents a new vision of luxury that is rare, powerful and committed to responsible beauty*. An exclusive** range of exceptional formulas developed to preserve and stimulate the skin’s own youthful resources using Clarins’ rare and exclusive moonlight flower cryo-extract.



*Clarins Precious La Crème’s packaging is made from a luxurious and recyclable alloy, used for the 1st time in cosmetics. Its recyclable outer cartons are made with paper sourced from sustainably-managed forests. The Clarins Precious range also makes field to jar traceability possible via a QR code that allows consumers to trace the journey the moonlight flower takes from its cactus garden to different Clarins sites.

**From Clarins.

- 2024
70 years of beauty
with you



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