

PRESS RELEASE

With its new agricultural *Domaine*, Clarins takes a decisive step in the cultivation of plants for its products and advances its commitment to responsible sourcing.

Paris, 5 April 2024 – the Clarins group announces its acquisition of a vast natural area of 115 hectares located in the communes of Saint-Gilles and Générac near Nîmes.

Develop the Clarins model of integrated and responsible sourcing: «from field to skin».

The *Domaine*, with its **50 hectares of farmland**, will become a production and processing site for plants, according to the standards of **regenerative agriculture** and a **laboratory for studying and researching** new plant species.

Thanks to **innovative farming practices** and a unique hydrological approach, this project will effectively regenerate and improve the ecological areas on the site, to couple biodiversity with the highest quality production.

It allows Clarins to pursue its goal of combining **traceability of raw materials with the highest quality, most effective formulas and ongoing innovation for ever more responsible beauty**.

With the **first cultivation planned for autumn 2024**, there will eventually be around **50 species** of trees and plants grown here. Nopal, quince, almond, apricot, lavender, lemon thyme, cornflower and many others will, in time, constitute one of the main supplies of high-quality, organic raw materials used in Clarins formulas.

Cultivate a third of the plants used in the manufacture of Clarins products

After *Le Domaine de Serraval* in Haute-Savoie, purchased in 2016 and which annually supplies 2.5 tons of plants for Clarins Laboratories and factories, this second *Domaine* will allow Clarins to **radically change scale** in terms of production of natural ingredients used in its products.

Virginie Courtin, Clarins Managing Director: *«I am proud of this strategic advance towards an integrated, more vertical, ethical and sustainable supply. For 70 years, Clarins has harnessed the science of plants to develop ever more effective and innovative cosmetic formulas. The acquisition of the Domaine illustrates this approach of continued progress towards more excellence, safety and traceability, for all our clients ».*

The first harvests are planned for **2025/2026** and the goal is for **a third of the plants needed for the production of Clarins products to be cultivated on its two Domaines** by 2030.

These *Domaines* with their specific microclimates – mountains and garrigue – and exceptional soils, provide the Clarins group with **a unique supply source**, enabling it to combine the quest for the highest quality ingredients with a constant desire to be more transparent and sustainable.

By meeting the highest standards in terms of quality, safety and traceability and respect for the environment, Clarins *Domaines* illustrate a genuine pioneering and rigorous approach to sourcing which reflects the Group's values and its long-standing commitment to the planet and client satisfaction.



Visuels HD sur demande



About Clarins

A global family-owned cosmetics Group created in Paris in 1954 by Jacques Courtin, Clarins has been innovating for 70 years, in the service of responsible beauty. Its plant-based products, the result of ongoing research, are formulated and manufactured in France and sold in over 150 countries at 20,000 sales outlets.

With around 95% of sales for export, Clarins is the skin care leader* in Europe and a major player in the field of beauty (skin care and make-up) and Spa and Wellness worldwide. The Group has also developed the myBlend brand - a concept of global beauty based on the synergy between targeted skin care, nutri-cosmetics and beauty tech.

The Clarins group has over 8,000 staff spread across its Paris Head Office, 28 subsidiaries worldwide, two R&D Laboratories and two industrial sites in France.

Jonathan Zrihen, President and CEO, and two Managing Directors, Dr Olivier Courtin and his niece Virginie Courtin, who respectively represent the second and third generation, together manage this French family business whose *raison d'être* is « Make life more beautiful and pass on a more beautiful planet ». A commitment embodied in products made from over 80% natural-origin ingredients and the company's many initiatives in favour of nature preservation and respect for people.

<https://www.groupeclarins.com/>

*Source : NPD BeautyTrends®, Europe 5 (France, Germany, United Kingdom, Italy, Spain), selective skin care market (products sold in perfumeries and department stores), value sales (€), for the cumulative period from 3rd January 2022 to 1st January 2023.

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