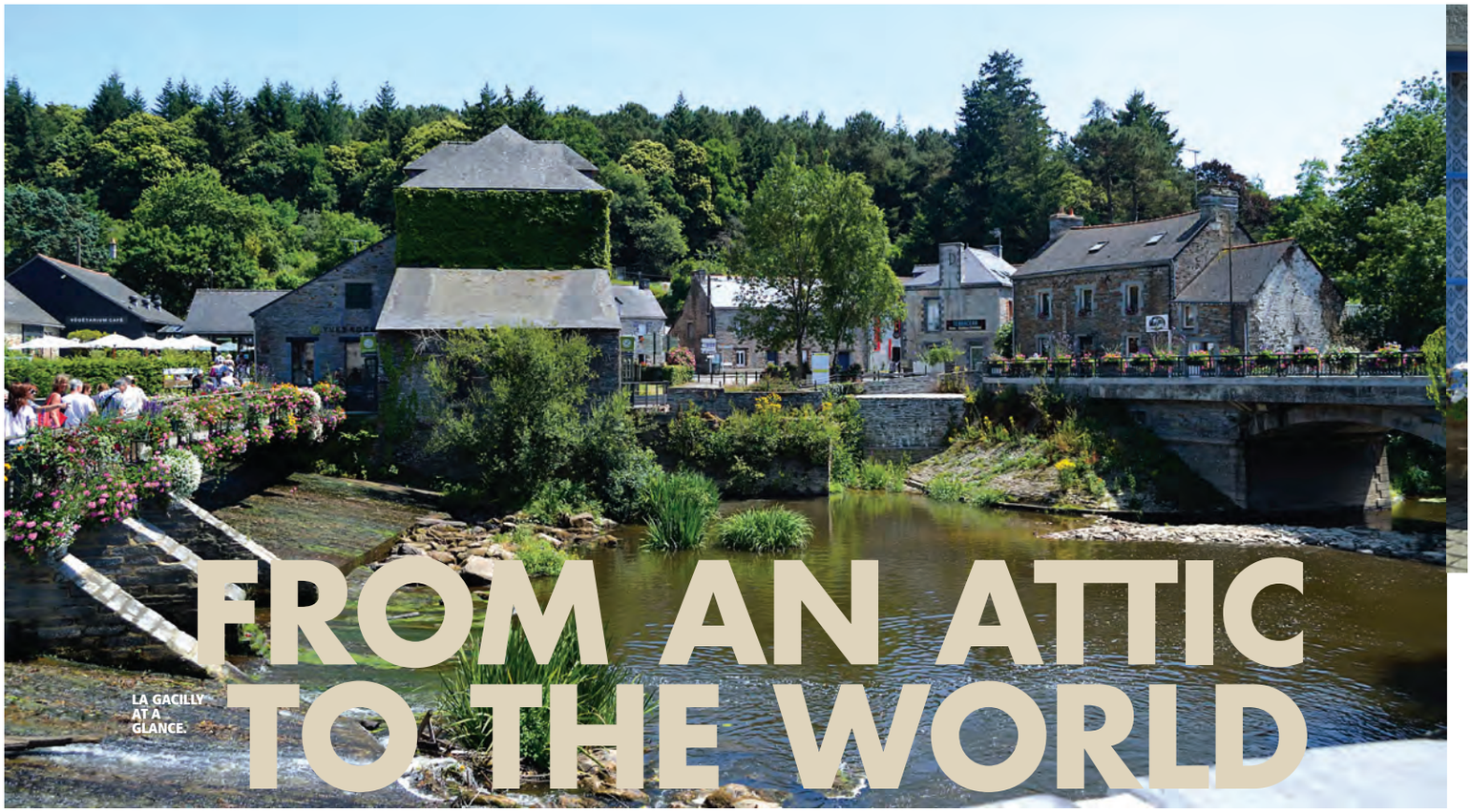
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LA GACILLY AT A GLANCE.

FROM AN ATTIC TO THE WORLD

NESTLED IN THE NORTH WEST OF FRANCE IS LA GACILLY, THE BIRTHPLACE OF THE 54-YEAR OLD BEAUTY BRAND YVES ROCHER. STEPHANIE SHARON KOH VISITED THE BEAUTIFUL TOWN TO BRING YOU THE LOW-DOWN ON FRANCE'S NUMBER ONE BEAUTY CARE*.



MUST HAVE

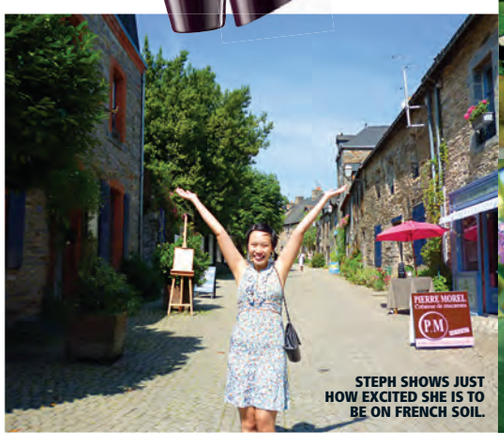
The curved brush hugs lashes to give you more volume from root to tip. It also thickens without weighing down lashes.

YVES ROCHER SEXY PULP ULTRA-VOLUME MASCARA, RM59.



YOU DEFINITELY DON'T SEE COBBLESTONE PATHS ON THE REGULAR.

BRITTANY COWS GRAZING EN ROUTE TO LA GACILLY.



STEPH SHOWS JUST HOW EXCITED SHE IS TO BE ON FRENCH SOIL.



JUST ONE OF THE MANY BEAUTIFUL BLOSSOMS IN TOWN.

VILLAGE LIFE

Located in Brittany, this charming Morbihan village is an hour-and-a-half bus ride away from Rennes and about 353km from Paris. It has a population of 2277 people (all of whom are called French Gaciliens) who are mainly artisans or craftsmen. This is apparent when you walk through the narrow streets of La Gacilly as you will notice rows of potters, glass blowers, puppet makers, sculptors, and jewellery designers.

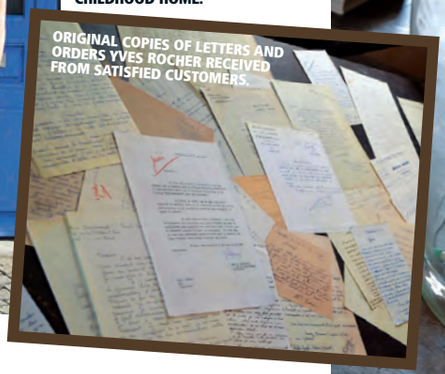
A town stuck in time, the cobblestone paths and stonewall buildings will give you a taste of what it must have been like centuries ago. But what really makes La Gacilly special is one man and his foresight.

*SOURCE: KANTAR WORLDPANEL BEAUTY 2010 MARKET SHARE VOLUME AND BRAND VALUE OUT OF ALL HEALTH & BEAUTY

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STEPH WITH YVES ROCHER INTERNATIONAL PR MANAGER ANNE-SOPHIE OLAGNIER, NANA GHAZALI OF *COSMOPOLITAN*, YVES ROCHER COMMUNICATIONS AND PUBLIC RELATIONS DIRECTOR AUGUSTE COUDRAY, YVES ROCHER MALAYSIA REPRESENTATIVE CHAN, AND CHOW SEOK CHENG OF *NU YOU* OUTSIDE YVES ROCHER'S CHILDHOOD HOME.



ORIGINAL COPIES OF LETTERS AND ORDERS YVES ROCHER RECEIVED FROM SATISFIED CUSTOMERS.



THE TREATMENT FOR PILES, WHICH YVES ROCHER WAS FIRST FAMOUS FOR.

A MAN AHEAD HIS TIME

Long before "going green" became mainstream, one man had a vision. It all began when a local healer taught him the recipe for a haemorrhoid cream using the Lesser Celandine plant. The plant comes with knobbly tubers that resemble piles, making it a rather interesting ingredient choice for the treatment of haemorrhoids. The cream was so effective that he started making and marketing them out via mail order from his family home's attic. It was through this fascination for herbs and plants along with his love for women that he started a pioneering cosmetic company in 1959, which utilises natural products as key ingredients, a first in those days. Who was he? None other than Yves Rocher.



THE MACHINE USED BY YVES ROCHER TO FILL CREAM INTO TUBES.



PICKING AN ENTADA SEED (USED AS A MASSAGE TOOL) AS A SOUVENIR.



THE LATE YVES ROCHER.



MUST HAVE

Treats dehydrated skin by boosting hydration with maple tree sap, organic blue agave sap, betaine, and organic witch hazel water.

YVES ROCHER HYDRA VÉGÉTAL MOISTURE BOOST CONCENTRATE, RM99.

INTERESTING FACT

Yves Rocher became the mayor of La Gacilly in 1962 until his son (Jacques) succeeded him in 2008. It was in fact Rocher senior and the municipal council who encouraged artisans to set up shop and practise their craft in the town.

BOTANICAL BEAUTY

A true visionary, Yves Rocher had the foresight to utilise the regenerative powers and benefits of plants with his products. But most importantly, he was able to keep his products affordable so that all women can benefit from them. How does he achieve and continue to maintain this throughout the years? Easy – by handling all aspect of its business from harvesting, manufacturing and distributing. Which basically means they manage everything from growing to botanical and scientific plant research, developing innovative ingredients, formulating, supplying raw materials, manufacturing, packaging, shipping, and global distribution. This unique business model makes it easier for the brand to control what goes into their formulation and keep the price low while helping to conserve nature and preserve the environment.



HARVESTING RAW MATERIALS BY HAND.

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PREPARING CORNFLOWER BLOSSOMS FOR THE DRYING PROCESS.



YVES ROCHER PRODUCTS ARE PRODUCED AT ITS PLANTS RIGHT HERE IN BRITTANY.



SKINCARE, HAIR PRODUCTS, BODYCARE, PERFUME AND MAKE-UP – THERE'S A YVES ROCHER PRODUCT FOR JUST ABOUT ANYONE.

"OUR GREATEST FEAT WAS NOT DISCOVERING THE VIRTUES OF PLANTS. OUR GREATEST PRIDE IS PUTTING THEM WITHIN EVERYONE'S REACH."
YVES ROCHER



MUST HAVE
A sweet and delicate mix of bergamot, violet leaves, rose, jasmine, wild lily of the valley and patchouli.
YVES ROCHER COMME UNE EVIDENCE EDP 50ML, RM169.

THE CREATIVE HUB

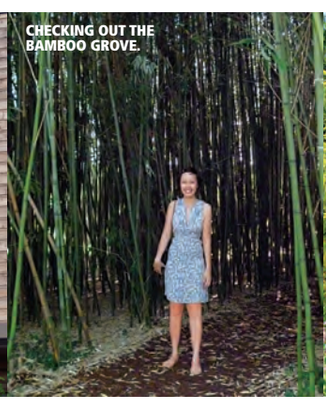
Just minutes away from the town centre lies the Botanical Beauty Herbarium where much of Yves Rocher's plant research is conducted and beauty innovations created. It's also located in the centre of the brand's 55 hectares of organic flower fields (where raw materials are extracted). The company's laboratories are more than just a work space; it's a research centre complete with its own botanical garden with more than a thousand species and 20 multidisciplinary teams of botanists, phytochemists, compounders and dermatologist. The latter work in synergy to constantly churn out new and efficient active plant ingredients and textures. With over 50 years of experience and know-how, Yves Rocher can definitely be considered a leader in botanical beauty. It's open and free to the public all year round. So if you are ever in La Gacilly, be sure to check out the array of fruit trees as well as walk through the bamboo grove and spice footpath.



AXELLE DE JOUSSINEAU, AGRONOMY DEPARTMENT MANAGER, EXPLAINS WHAT HAPPENS TO THE LEFTOVER PARTS OF FLOWERS.



THE ENTRANCE OF THE HERBARIUM.



CHECKING OUT THE BAMBOO GROVE.



THE PLANT SPECIES FOUND IN THE BOTANICAL GARDEN.

MUST HAVE
Target signs of ageing with 4G Plant Source Cells that work to regenerate skin cells in just six days of use.
YVES ROCHER ANTI-AGE GLOBAL COMPLETE ANTI-AGEING DAY CARE, RM239.




THE RELAXATION POOL WITH AN ATTACHED SAUNA.


A VIEW OF THE LAND.


SCAMPI – ONE OF OUR APPETISERS.

LA GRÉE DES LANDES

To expand its botanical expertise and unique business model, Yves Rocher created a 29-room Eco-Hotel Spa called La Grée des Landes set in wild meadows a mere 15-minutes walk away from The Végétarium (the discovery museum created for visitors to learn more about the brand). More than just a hotel, it was constructed to exist in perfect harmony with the ecosystem. The entire structure is made from local materials like schist and wood designed to blend right into the surrounding. Thanks to bioclimatic architecture, the hotel stays ventilated and cool without the need for air-conditioning. It's also covered in grass roofs and has its own natural water filtration system made from bamboos and rocks! La Grée des Landes also provides a protected habitat for wildlife such as bees, butterflies, birds, red squirrels, harvest mice and beetles. Other facilities include organic bedding, a gastronomical restaurant that uses ingredients straight from the kitchen garden, a relaxation pool, and a spa with blissful body rituals using Yves Rocher products.


DON'T LET THE SUN FOOL YOU. THIS WAS DINNERTIME AT LA GRÉE DES LANDES' LES JARDINS SAUVAGES RESTAURANT.

MUST HAVE
Gently scrubs away dead skin cells and leaves skin smelling like fresh strawberries.
YVES ROCHER STRAWBERRY BODY EXFOLIANT, RM55.



YVES ROCHER TODAY

What started out as a modest business with one key product operating out of an attic has turned into a world renowned brand with more than 700 product references covering all beauty needs, 4000 point of sales, and 3,000 institute cabins across the globe. As of 2012, the Yves Rocher Facebook page received over a million fans worldwide! Another aspect the brand finds important is being socially responsible. As such, The Yves Rocher Foundation was set up by Jacques Rocher (Yves Rocher's son) to support local and global nature-preservation, solidarity and environmental-education initiatives. Two such causes are the Women Of The Earth Awards that recognises women who are committed to protecting the environment, and Plant For The Planet – a reforestation project (in line with the vision of late, Nobel Peace Prize winner Wangari Maathai) that aims to plant a total of 50 million trees by the end of 2015.


PERFUMES TO SUIT JUST ABOUT EVERY MOOD.



RIGHT OUTSIDE THE YVES ROCHER FLAGSHIP STORE AT 102 CHAMPS-ELYSÉE IN PARIS.


SHOPPERS FILLING THEIR CARTS WITH SUPER-AFFORDABLE PRODUCTS.



MUST HAVE
This foundation creates smoother and even-looking skin while rice extract boosts skin radiance.
YVES ROCHER PURE LIGHT LIGHT & LUMINOUS FOUNDATION, RM69.


MAKE-UP RIGHT AT YOUR FINGERTIPS, JUST BEGGING FOR YOU TO TRY THEM OUT.

YOU CAN HELP!
Do your bid for Plant For The Planet by simply purchasing the Yves Rocher Radiance Shampoo, RM35, bearing the European eco-label. For every shampoo purchased, one tree will be planted. Check out the counter on Yves Rocher website for a live update on how many trees have been planted so far.