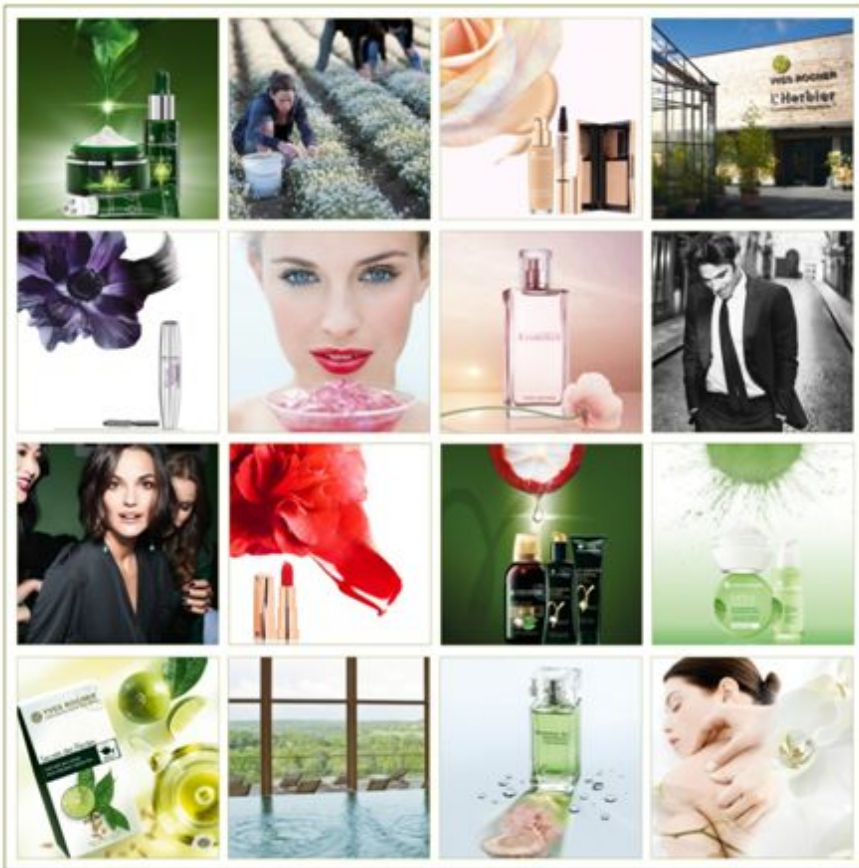




YVES ROCHER

Introduction



Yves Rocher was founded in 1959, Yves Rocher is a cosmetic company that was the brainchild of a French businessman by the same name. He was one of the forerunners in developing and promoting the use of naturally ingredients in skin care and beauty products. Yves Rocher started selling it's cosmetic products through mail order and now the brand is also sold in stores, beauty institutes as well as its own array websites.

Yves Rocher



Yves Rocher, (born April 7, 1930, La Gacilly, Brittany, France—died Dec. 26, 2009, Paris, France). He was a pioneer of the modern use of natural ingredients in cosmetics.

Natural products and mail order sales were the pillars of the cosmetics company he founded in 1959. His aim was to democratize the access to beauty products. The company grew rapidly and, three years later, he opened his first store. Yves Rocher retired from the company in 1992, passing control to his son Didier, but returned to the helm after Didier's death in 1994.





The turnover of the brand is 1.2 billion of Euros, and is ranked №18 in value in the cosmetic market in the world. The brand is present in 80 countries in the world with 40 millions of clients, and employs 15000 persons in total.

There are 1700 stores in the world, among which 555 in France, the biggest market, where it gathers 7 millions of customers.



Products



The Brand has 800 references and produces 150 products per year. Yves Rocher offers a large range of products:

- Make-up
- Fragrances
- Hair care
- Solar products
- Body and Face care
- Men's care
- Bath and shower
- Food supplement
- Eco-Hotel Spa.



Fragrance «Quelques Notes d'Amour»



«Quelques Notes d'Amour» is a perfume by Yves Rocher for women and was released in 2014. «The Quelques Notes d'Amour» parfum is made of a rich and unique composition:

- rose Damascena absolute with its delicately fruity notes,
- guaiac Wood essence with its smoky accents,
- sensual Benzoin extract and its Vanilla and balsamic notes.

