L'Occitane Uses Veeva RegulatoryOne to Accelerate and Demonstrate Sustainability Goals

It's no secret - today's consumers increasingly value sustainability, and are more likely to support brands that have sustainable manufacturing practices and offer ingredient transparency.

So why haven't more brands successfully adapted to meet these consumer demands?

Adapting existing practices to meet sustainability and transparency demands presents a huge challenge for most cosmetic and personal care brands. To be successful requires changes across the organization's manufacturing practices, as well as the digital modernization of quality and supply chain management processes and tools.

As cosmetics brands across the globe wrestle with how to realize their sustainability and transparency goals, L'OCCITANE has emerged as an innovative industry leader.

The team at L'OCCITANE has done more than just build on the company's founding commitments to sustainability - they have invested in digital solutions to measure, analyze and communicate performance against their ambitious sustainability goals.

Read on to learn more about how L'OCCITANE is using Veeva RegulatoryOne to measure 5x more sustainability indicators 93% faster, and how this modern software solution can help your organization.

L'OCCITANE: Building on its Sustainable Foundation

As consumers increasingly seek out eco-friendly and sustainable products, L'OCCITANE is in a strong position to build on the company's founding principles.

"Faced with new societal challenges, particularly sustainability, we have been audacious and evolved our strategy while remaining in line with our fundamental principles," shared David Bayard, Technical Packaging Development Director at L'OCCITANE.

"We have made some significant commitments to reduce our environmental footprint, such as completely eliminating non-recycled plastic and exclusively using recycled materials in our packaging by 2025," shared Bayard.

New Data Requirements Threaten Sustainability Vision

Even with support from leadership and a history of eco-friendly business practices, achieving some of L'OCCITANE's more ambitious sustainability goals face significant challenges, ranging from regulatory constraints, to health and safety compliance considerations, to the complexity of coordinating global launches of new products or packaging.

"When we launch new packaging made of recycled aluminum, we have to launch it across all our product ranges globally and take into account pre-existing stocks," said Bayard. "This inevitably takes a considerable amount of time."

To monitor progress against its sustainability goals, L'OCCITANE's teams have to organize and analyze significant amounts of data. Investing in the right digital tools to centralize and manage sustainability-related data became imperative.

> " "Prioritizing speed and accessibility, we started looking for a software solution that could help us improve and accelerate relevant processes and manage our data more easily," Bayard explained.

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Objective: Rapid Implementation to Meet Brand Commitments

L'OCCITANE started looking for an easy-to-use data management solution that could be implemented quickly. The team consulted its technology partner Veeva to discuss how Veeva's solutions could meet this new need.

"We were already working with Veeva to improve our product quality assurance performance," Bayard said. **"What made the difference was Veeva's ability to understand our needs and tailor the solution to fit our requirements. A full-scale test phase - or POC - quickly confirmed that the agility and performance of the solution would meet our needs."**

Veeva Solution Addressed Needs, Expands What's Possible for Sustainability Goals

Using the data management and analysis capabilities within Veeva's RegulatoryOne solution, L'OCCITANE's teams are now able to evaluate results against sustainability targets at each level of each department.

"Before Veeva, we needed four full weeks to observe the behavior of ten indicators. Now we can evaluate more than fifty indicators in just two days. This has enabled us to move from an annual monitoring rhythm to a quarterly rhythm, in addition to refining the data and multiplying these indicators," said Bayard, whose initiative was selected as one of L'OCCITANE's major project for the year 2020.

"As validation processes are more and more controlled, it helps us manage our production more effectively," shared Bayard. "In a word: Accelerated."

With Veeva's solution, L'OCCITANE can now measure 5x more sustainability indicators 93% faster

Now that L'OCCITANE is achieving such significant success related to their sustainability data management goals, they are exploring further ways Veeva's software solutions can address business challenges.

"We are exploring how to open up access to Veeva RegulatoryOne to our suppliers, and enable them to enter their data directly into the system. Direct digital collaboration on all data and documents will increase security and time savings for all parties and enhance the customer/supplier relationship," concluded Bayard. "Leveraging this Veeva capability will allow us to be even more agile in the years to come."

Veeva builds cloud applications that drive transparency and trust throughout the product journey - from raw material suppliers through manufacturing and ultimately to the consumer. Our solutions help cosmetics, consumer products and chemical companies bring high-quality, safe, sustainable, and compliant products to market faster. **Learn more about our solutions for the cosmetics industry.**