

## Maison Yves Rocher

This building was opened in 2017 and it provides a 45 minute immersive film experience. La Gacilly is the location of the worldwide cosmetics company Yves Rocher which was founded by the business entrepreneur Yves Rocher who was born in La Gacilly. The film showed the influence of his father who ran a localised textile business in nurturing Yves love of nature and helped demonstrate to Yves the natural benefits herbs and plants can bring.

We learned that his father died when Yves was 14 and Yves then helped to run the small sized family textile business. To increase its customer base, Yves showed his business flair by advertising in a French magazine offering a mail order service for their textiles and also their textiles and also an ointment he had produced from the lesser celandine flower.

Inspired by the herbs and plants of his native region, Yves decided he wanted to have a career in creating affordable botanical cosmetic products for women. Women continue to be the company's main customers.

Initially Yves worked in an attic in La Gacilly, handling all the processes needed to produce affordable botanical skin care products and perfumes for women .Mail order requests were received and despatched. There is a replica of how the attic may have looked within the Maison Yves Rocher and I took photographs of this below.



After 3 years of operating in this way, Yves Rocher in 1959 established business production facilities, laboratories and a botanical garden in La Gacilly. An extended botanical garden was established in the town in 1975 which now has over 1,500

plant species. The scientists within the business, study the medicinal values of each plant as well as the virtues of plants for cosmetic purposes.

The immersive film showed the next stages where there were virtues found within a plant. This covered the production of a cosmetic cream and the subsequent trialling and testing of this cream on women as no animals are tested with Yves Rocher cosmetic products. Lastly it covered the marketing and distribution processes.

Yves Rocher was committed to reducing the impact on nature at every stage of his business's cosmetic and perfume production and its distribution process. He was also an early convert to the sustainable sourcing of products at home and abroad.

Thirty craftspeople have opened workshops in the narrow cobbled streets of La Gacilly due to the presence of the business Yves Rocher.

We also were given visual information about the work of the Yves Rocher Foundation which was founded in 1991. The Foundation is committed to nurturing and protecting nature and humanity. The Foundation funds programmes which support the deployment of local projects which benefit the wider community to benefit nature and communities. Some are specifically funding projects involving women developing local projects whilst others are geared funding significant tree planting schemes.

After the immersive experience which provided a variety of information, we had the opportunity to visit the retail outlet selling the range of Yves Rocher products. I bought 5 mini solid soaps made from a variety of different floral combinations and I know others also succumbed to purchasing other products.