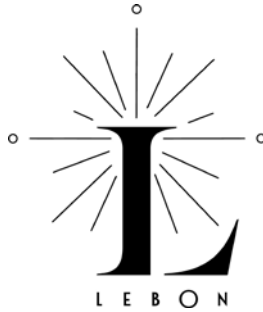


L

LEBON





INTRODUCTION

The 9 flavors that make up the LEBON Flavorcare collection each symbolize a distinct destination from which the founders of the LEBON brand drew their aromatic inspiration. Both are avid lovers of the sea and nature, and in every LEBON product one can sensorially experience the site of their adventures, from idyllic corners of the Mediterranean to the wild beaches of Costa Rica, with delightful detours in Asia and Paris.

As the idea of brushing with LEBON transports you from the comforts of home to other enchanting destinations, then it only made perfect sense that we wish to share with you all our “good little addresses” and traveler’s tips. To lovers of the LEBON brand, let us play your travel guide!

Evasion Mini-Guides are not meant to be exhaustive or replace well-established travel resources. As with all things LEBON, the narrative resides in finding special experiences. In these pages we share our insider’s knowledge of the good tips, local know-how, and “little addresses” with the easy-to-please yet discerning, mindful traveler.

Today we take you on a journey to discover the sublime
Pampelonne Beach and its surroundings.



BACK TO PAMPELONNE



OUR BACK TO PAMPELONNE

Mango - Mint

If your reveries take you to a tropical getaway on a secluded beach, then get thee Back to Pampelonne. Inspired by the legendary allure of Pampelonne Beach, this vitamin-packed, mango-flavored powerhouse will bring you a few steps closer to that iric summer, once upon a smile.



A BRIEF HISTORY...

A quintessential beach in the playground that is the French Riviera, Pampelonne Beach is a swathe of fine sand that stretches nearly 7 km.

Up until the 1950s Pampelonne was known as just a unadulterated, wild beach. One of those who fell under its enchantment was director Roger Vadim, who decided to shoot ...And God Created Woman (1956) there. The film became a worldwide success, not the least for starring a gingham bikini-clad Brigitte Bardot. Pampelonne quickly became a fashionable hotspot, and continues to be, for the stream of celebrities who join in its parade.

Fortunately, this little stretch of paradise remains unspoilt thanks to the local authorities, who like it just the way it is. It has retained its authenticity and natural qualities while modern development strikes an environmentally-friendly pose. Much of the construction materials used come from the region (chestnut wood for walls, heather for roof, etc.), and some of it was even brought by the horsepower of real horses!

Of course one cannot speak of Pampelonne Beach's virtues without its village patron, Saint-Tropez. One cannot think of that name without being star-struck, as indeed Saint-Tropez attracted notable authors, playwrights and entertainers as early as the 1920s. By making it her home in 1925, the writer Colette seemed to have brought all of strutting Montparnasse with her. Even as Saint-Tropez evolved over the following decades, the charming little fishing port remained a rendezvous for the avant-garde. In the 1950s, it was the leading figures of the New Wave who met there, including Paul Eluard, Boris Vian, Simone de Beauvoir, and Jean-Paul Sartre, to name a few.

Beneath its trendiness and “playground for the rich” patina, Saint Tropez has retained all its authenticity and small village atmosphere, where one can easily get lost in its shaded alleyways and tune out the noise.



WHEN TO GO

It all depends on what you're after. If you've come to party and hoping to catch sight of a few stars, July and August are your best bet. But if you're seeking to savor an exceptional place, in a quieter atmosphere, then May, June and September are our favorite months.

WALKS TO DO IN THE REGION

LA PROMENADE DU CAP TAILLAT

Departure : Parking de la Plage de L'Escalet

Level : Easy trail - 5,4Km round trip

Duration : 1h45min

Our favorite jaunt on foot in the region!

A magnificent walk made for all walks of life. For those who just want to take a few steps until they find the perfect spot to put down their towel, or the more ambitious who want to go all the way to Cape Point.

Starting from Escalet, follow the coastal path. At the Pointe de la Douane, several beaches are already available to you. For those who want to continue, just follow the path that takes you to the isthmus. At the end of the cape, an old watchtower offers you a sublime 360° view of Cap Camarat. To the east lies the semaphore monitoring the Gulf of Saint-Tropez, while a look westward lands you on the Porquerolles Islands, foregrounded by Cap Lardier and the Bastide Blanche wine-growing area.

This may be Saint-Tropez, but save the high heels for later. Remember to carry water and cover your head, as there are no shady passages along the entire path. Ideally pack yourself a picnic and make it a day, as there will be many temptations to break for naps and swimming.



THE MARINE TRAIL BETWEEN CROCODILE ISLAND AND JOVAT BEACH.

Departure : Access by the coastal path of the Cap Lardier nature preserve.
Parking near Gigaro Beach.

Sort of a walk, yes, but without shoes or a backpack! Just bring along your fins, mask and snorkel because you'll be dipping under a lot. Discover all the marine treasures at your own leisure along the rocky drop offs. And with a maximum depth of 3 meters, this trail is suitable for all swimmers. Thanks to the information panels secured to buoys, it's as self-guided as it gets.

With an important caveat: Swimming in the marine path is not supervised so take some precaution.

Before heading out, be sure to check the wind and sea conditions by consulting the [MétéoFrance website](#).

BOAT TRIPS

Nautic Grimaud
Tel : 07 69 42 68 84

Nothing like a little excursion on the water, and you don't even need to have a sea captain's credentials. At Nautic Grimaud, you will find small boats for hire that do not require a license.

Tip: Enjoy taking a dip in the open sea just in front of La Madrague (Brigitte Bardot's villa - gingham bikini optional).



**SO THAT YOUR NIGHTS MATCH
THE BEAUTY OF YOUR DAYS**



CHÂTEAU DE LA MESSARDIÈRE

Saint-Tropez
www.aireselles.com/chateau-de-la-messardiere

If you relish staying in a palace perched atop its own hill with breathtaking views of Pampelonne Bay and the Cote d'Azur, all the while maintaining a safe distance from the party zone, then Château de la Messardière is a must. For a romantic or family getaway, this chic castle-come-hotel will seduce you with its posh ambiance and offerings, from classic restaurants to an upscale spa, gardens, and even an art gallery. Built in the 19th century as a private residence, it was only in 1904 that Château de la Messardière transformed into a well-heeled hotel that attracted the Parisian aristocracy. The castle recently underwent a facelift and some upgrades which have made it even more impeccable, for even the most discerning guests.

LOU PINET *****

Saint-Tropez
www.loupinet.com

This charming 34-room hotel takes great pride in making sure every moment of your stay in Saint-Tropez feels right at home. A little slice of paradise nestled in its own Eden of lush vegetation, Lou Pinet offers its guests a cocoon of tranquility. Like us, you'll swoon as you stroll along, catching subtle whiffs of natural pines, lavender, orange and lemon trees, depending on the season.

PAN DEI PALAIS *****

Saint-Tropez
www.aireselles.com/pan-dei-palais-hotel

In the heart of the fishing village you will embark on... an Indian getaway? The shimmering colors and various exotic decor details hint at the mansion's past life, when it was built by a French general in 1835 as a residence for his beloved Indian princess, Bannu Pan Dei. Its 12 rooms, lovely pool and towering palms make it a perfect stay. Pan Dei Palace belongs to the Les Aireselles hospitality group, the same brand that manages the Château de la Messardière. Hence you are in good hands!

LES LAURIERS ***

Saint-Tropez
www.hotelleslauriers.net

Halfway between a guest house and a boutique hotel, Les Lauriers' vibes might be best described as vintage with a dash of bohemian joie de vivre, without neglecting comfort and style of course. The 20 rooms are all decorated with different effects and themes, while the garden filled with mandarin trees lends this establishment even more added charm.

HOTEL PASTIS ***

Saint-Tropez
www.pastis-st-tropez.com

A stone's throw from the center of Saint-Tropez and facing the Mediterranean, this 10-room boutique hotel is tucked behind the facade of a traditional Provençal house. Inside, you will be directly seduced by a zen calm that jives with its intrigue and artsy character. Forget the outside world as you enjoy the dark green-blue pool, century old palm trees, and a secret garden!

WHERE TO TAKE YOUR TASTEBUDS



A few words of wisdom and friendly advice, always remember to call and reserve your table, even for an aperitif!

CUCINA BYBLOS

27, Avenue Foch, Saint-Tropez
Tel: 04 94 56 68 20

One of our favorite terraces in Saint-Tropez. A few steps from the Place des Lices, this restaurant of the renowned Byblos Hotel easily seduces with its elegant yet relaxed atmosphere. Enjoy the top-tiered Italian cuisine as the plane trees naturally shade you. La Cucina is an address not to be missed.

THE STRAND

2, rue du Petit Bal, Saint-Tropez
Tel : 04 94 97 43 22

Situated just under the citadel, covered by the freshness of plane trees mixed with pleasant French music playing in the background, this chic and romantic restaurant offers an idyllic setting for an evening with your partner or friends.

LE CAFÉ

Place des Lices, Saint-Tropez
Tel : 04 94 97 44 69

To enjoy a pure Tropezian atmosphere, we recommend that you go for the later second evening service (10 p.m.). Since 1729, this local classic has continued to serve delicious Provençal fare in a soulful, unpretentious atmosphere. It's impossible to spend a few days in Saint-Tropez without making an evening of it here!

CHEZ CAMILLE

Route de Camarat
Quartier Bonne Terrasse, Ramatuelle
Tel : 04 98 12 68 98

This restaurant is THE place to go if you are fond of fish and seafood. In the heart of Bonne Terrasse Cove, this family-owned restaurant has been serving tasty, authentic cuisine since 1913.

Tip: Find a little piece of old Saint-Tropez in the restaurant's flagship dish, bouillabaisse, but remember to specify your preference when you reserve, or else you may be out of luck.

LES GRANIERES

Plage des Graniers, Saint-Tropez
Tel : 04 94 97 13 43

At the foot of the village of Saint-Tropez, in the small cove of the Anse des Canebiers, Les Graniers is nestled in a lovely wooden hut. Dig your feet in the sand while you indulge in the restaurant's striking authenticity and savor the catch of the day. An address known exclusively to insiders.

Tip: Take the scenic route by starting from the citadel and walking all along the coast. Passing the Saint Tropez cemetery along the way, the path will lead you directly to Graniers Beach.

LE TIGRR

14 Avenue Paul Signac
Saint-Tropez
Tel : 04 94 810 810

The legendary Megève restaurant can be found inside the Hôtel l'Ermitage. A friendly and warm atmosphere, coupled with a terrace that delivers one of the most beautiful views of the chic fishing village. The cuisine is Asian and of course it is absolutely delicious!

When making your reservation, don't forget to ask for the seaside view.

LE VISTA DE LILY OF THE VALLEY

Colline Saint Michel, Boulevard Abel Faivre,
Quartier de Gigaro, La Croix-Valmer.
Tel : 04 22 73 22 00

We adore the restaurant at this luxury wellness hotel, designed by Philippe Starck. Le Vista's magical setting makes for an unforgettable evening dining under the starry skies of the Riviera, basked in the warmth of a fire while savoring the Mediterranean menu with hints of Provence. The view of La Croix Valmer is absolutely splendid. The warm and convivial Le Vista restaurant has something for every moment of the day, from breakfast to an evening drink on the terrace. Enjoy its Mediterranean menu with hints of Provence as you gaze at the sea, or bask in the warmth of the fire.

We recommend you to come early and take in the sunset over the bay.

CULINARY SPECIALTY OF THE REGION

THE TROPÉZIENNE

The Tropicézienne tart is a brioche sprinkled with granulated sugar and filled with a mixture of buttercream and pastry cream, and sometimes flavored with orange blossom water. The recipe was



created by Polish pastry chef Alexandre Micka, who arrived in Provence in 1952. Taking inspiration from the recipes of his grandmother, story goes that during the filming of *And God Created Woman...*, Micka was in charge of catering meals for the crew. One day he brings along the pie, Brigitte Bardot inhales it, and the movie star suggests that it be called the “tart of Saint-Tropez”. Micka opts for “tarte tropézienne”, and subsequently files for a trademark and manufacturing patent.

Half a century later, you will find the now famous Tropicézienne in all the good bakeries of Saint-Tropez. A guilty pleasure that is one hundred percent acceptable.



DISCOVERIES IN THE REGION

DISCOVER THE VILLAGE OF GRIMAUD AND THE CITÉ LACUSTRE DE PORT-GRIMAUD.

Pour plus d'info sur la programmation:
www.les-grimaldines.com/programmation

Grimaud is the very essence of Provence. A village made up of small stone houses and narrow streets, all encircled by olive groves and vineyards, set against the backdrop of the foothills of the Massif des Maures.

The village comes alive especially in the summer months with activity such as Les Grimaldines, a world music and street arts festival that has been celebrated since 2002.

The seaside counterpart of Grimaud is the Cité Lacustre de Port-Grimaud. Concocted in a sailor's dream because each house comes complete with its own mooring ring. There are not so many alleyways here, but a network of intersecting canals. The Provençal-style houses are especially colorful, and when they catch sight of their reflections in the water, it is simply an image to behold – just don't fall in.

We recommend that you climb the church steeple to enjoy a panoramic view on Port-Grimaud.



MUSÉE DE L'ANNONCIADE

2, place Georges Grammont, Saint-Tropez
Tel : 04 94 17 84 10

Established in 1922, the Annonciade Museum reminds us that the city of Saint-Tropez was once one of the most active centers of the pictorial avant-garde at the beginning of the 20th century. Painters such as Signac, Matisse and Derain flocked there with their plein-air easels in tow. The museum's collection covers a period roughly between 1890 and 1950, highlighting works from the Pointillist, Nabis and Fauve movements.

LA CITADELLE DE SAINT-TROPEZ, MUSÉE D'HISTOIRE MARITIME

1, montée de la citadelle, Saint-Tropez
Tel : 04 94 55 90 30

This “pre-Vauban” style citadel dates from the beginning of the 17th century. Its dungeons were classified as a historic monument of France in 1921, and in 1995 the rest of the citadel also garnered that stature. With captivating views over the city, the citadel also houses the region's Maritime History Museum –lest we forget, Saint-Tropez is above all a fishing village! The very well-crafted dioramas at the museum will bring you into the world of fishermen and sailors who make their living in the area.

LES VERTUS D'AGATE

24 Avenue Foch, 83990 Saint-Tropez, France
Tel : 06 12 36 50 15

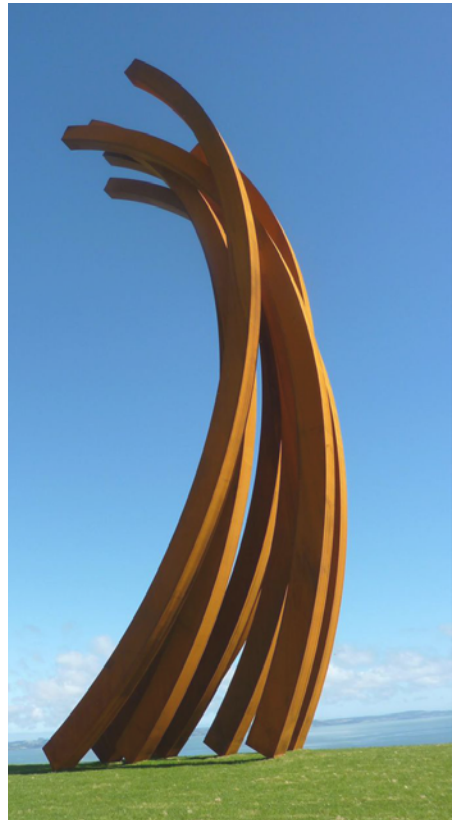
Close your eyes and give into some much deserved pampering. Living well means taking care of your well-being, and here is a little cocoon dedicated to just that. A beauty institute that uses solely vegan and green products, it embodies the blissful relaxation that we crave.

FONDATION BERNAR VENET

Muy
www.venetfoundation.org

For contemporary art enthusiasts, you certainly have heard of the artist Bernard Venet. To our delight, the artist set up residence in the village of Le Muy and established the impressive foundation in 2014. Accessible only via online reservation, you will discover a 4 hectare park where, in addition to monumental sculptures by Venet himself, site-specific works by famed friends such as Frank Stella, James Turrell, and Bill Viola.

A magnificent discovery!



RELAXING BEACHES

LE JARDIN TROPEZINA

www.jardin-tropezina.fr

The top Tropezian on our LEBON team recommends this little address for a lovely dinner gazing out at the sea.

LA SERENA

www.la-serena.com

Family beach, ideal for lunch with the household and friends, with your feet dipped in the water.

BYBLOS BEACH

www.byblos-beach.com

True to the Byblos spirit, the atmosphere here is both chic and relaxed.

FESTIVE BEACHES

LOULOU RAMATUELLE

Saint-Jean-Cap-Ferrat
www.loulou-ramatuelle.com

If you are tempted by a lively Italian spirit with a touch of English formality, come spend the day at this peppy, preppy beach, which hosts a divine restaurant to boot, French Riviera style of course.

INDIE BEACH HOUSE

www.indiebeachhouse.com

Though situated at the southernmost beach in Pampelonne Bay, Indie Beach House is definitely far from the end of the world. Rather, kick some sand up in the air as you dance to the beats pumped by the fantastic resident Deejays.

SHELLONA

Nice
www.shellonabeach.com/ramatuelle

Sharing the genetics of its sibling in Saint-Barth, Shellona arrived on the seafoam of the Mediterranean to our great delight! The vibes here are chill, while the marvelous Greek cuisine could only be described as fire.

All the beaches have a supervised car park nearby, costing between 4 and 8 euros per day.



LINE'S MOJITO RECIPE

INGREDIENTS FOR 2 PERSONS:

1/2 Mango
a few mint leaves
2 tablespoons of cane sugar syrup (or light sugar)
160 ml. of sparkling water
 >or 320 ml. for a virgin mojito
1 squeezed lime
10 cl. of white Rhum
Ice cubes or crushed ice

RECIPE

Cut the flesh of the Mango into cubes and place them in the bottom of two cocktail glasses.
Add few Mint leaves and the sugar syrup.
Cover with sparkling water.
Pound, crush the Mango and Mint.
Add the Lime, White Rhum and ice cubes.
Decorate with a slice of lime, and a few Mint leaves.



NOT TO BE MISSED

THE SAILS OF SAINT-TROPEZ

THE legendary meeting place for the most beautiful boats in the world! For two weeks overlapping September/October, regattas are organized for both classic and modern vessels. A unique opportunity to see and imagine yourself set adrift, and take in the very special atmosphere that floats over Saint-Tropez during this fortnite. An exceptional event that closes the summer season in style every year!

SAINT-TROPEZ MARKET

This craft and food market takes over the entire village on Tuesday and Saturday mornings - from 6:00 am to 1:30 pm. The array of vendors, seekers and eaters all contribute to a lively, colorful atmosphere.

Also take advantage of the guided walks that are offered on market days by the Saint-Tropez Tourist Office. Discover notable architecture and facades, street corners, and painterly perspectives that inspired the likes of Bonnard, Matisse, Signac and many others.

LE FESTIVAL DE RAMATUELLE

Programming and schedules can be found at www.festivalderamatuelle.com

Created in 1985, the Ramatuelle Festival has over the years established itself as a cultural force, putting a spotlight on French song, dance, classical and contemporary theater. The performances take place in an exceptional setting, an open-air theater set in a field, on a hill, overlooking the divine Mediterranean.



READING

PAINTERS OF THE MEDITARRANEAN

by Sandrine Andrews – Edition Larousse.

Not a beachy romance novel, but taking these pages for a walk on the shores of the Mediterranean will undoubtedly connect your experience with the inspiration of master artists who were ensnared by the spell of the French Riviera. As you surely can attest.

WATCH

AND GOD CREATED WOMAN...

(1956, French *Et Dieu... créa la femme*)

Roger Vadim's essential classic of French sex kitten cinema. By today's standards the film is tame, but in the 50s it was nothing less than scandalous, starring the director's wife Brigitte Bardot, who plays a shameless, emancipated... well, tart. A precursor to New Wave cinema, the film propelled the careers of Jean-Louis Trintignant and the iconic Bardot.



LISTEN

SPOTIFY

@LEBON ORAL CARE

Back to Pampelonne



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