

BRAND BOOK - 2021

L'ORÉAL
PARIS



B R A N D
B O O K

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1

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L'ORÉAL
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INTRODUCTION

BEAUTY IS POWER

L'Oréal Paris is more than a beauty brand, we are a brand that gives power to women.

Through our pioneering products and services, we empower each and every woman to take charge of their lives, believe in themselves, take the place they deserve in society and make change happen.

Within the pages of this A to Z brand book you hold the guiding values of that power in your hands.

It all starts with our pioneering science. The superior efficacy of our formulas has been tried and tested, and is backed up by a wealth of data built upon 110 years of expertise to not only deliver visible, proven results but to innovate the future.

At the heart of what we embody is a famous French *je ne sais quoi*, an empowering vision of self-confidence to imbue every woman with a sense of self-worth. Our French heritage is essential to our DNA, a vision we express on the world stage with our participation in the most glamorous events, projecting Parisian excellence and French diversity across the globe.

From A (creating Accessible luxury) to Z (becoming a Zero net company) we believe in every value, on every page.

Because every woman is worth it.

WELCOME

EMPOWERING WOMEN ALL OVER THE WORLD



Dear friends and colleagues,
L'Oréal Paris is so much more than a beauty brand. For more than 110 years, we have been empowering women all over the world, both with state-

of-the-art products backed by the latest scientific advances, and through initiatives and partnerships enhancing dialogues around equal rights and self-esteem.

Backed by pioneering science, our beauty products and services give confidence and power to women, helping them take the place they deserve in society, and helping them change the world. When women's self-confidence is weakened by economic or cultural difficulties, or discrimination, they can count on the brand to be fully present at their side.

L'Oréal Paris makes groundbreaking innovation accessible to all, without compromising on efficacy and safety, empowering women through its scientific excellence with beauty products and services, enabling and celebrating a concrete, modern version of feminism.

Recognized the world over, "Because I'm Worth It," the L'Oréal Paris slogan coined in 1971, is no less relevant today. It is a brand mission that will be accomplished only when we no longer need to remind women that they are worth it.

As the first woman at the head of L'Oréal Paris, I'm honored to uphold the brand's commitment to this cause. I'm not just managing a beauty brand, I'm managing a brand that supports women to be confident of their self-worth. And this nuance is important. We are a transformative brand for women who create change. We want women to have a seat at the negotiating table in every field: economic, artistic, educational, scientific, political... Because, we are all worth it.

Our mission is to remove the barriers between women and their ambitions and to drive social and environmental progress to benefit everyone. Among our most recent initiatives, the Stand Up program implemented in March 2020 - which aims to train one million people worldwide by the end of 2021 to stand up against street harassment - is a cause particularly close to my heart.

Now more than ever before, as a leading brand that carries the name of the world's biggest beauty group, L'Oréal Paris has a role to play in addressing the challenges facing humanity, setting an example and driving sustainable beauty with the latest scientific advances and innovations so that future generations can continue to thrive.

These pages tell the incredible story of the world's number one beauty brand - from the company's birth with Eugène Schueller's creation of a game changing hair color more than a century ago to the brand's pivotal role today as part of L'Oréal for the Future corporate sustainability program and through its work with and for women everywhere. This brand book documents the legacy of our past, our present and provides a purposeful glimpse into our future.

The concept of this Brand Book was realized during the COVID-19 crisis, one of the most challenging times of recent history. I'd like to take this opportunity to thank all of our collaborators - from our employees in our factories and distribution centres, who have worked tirelessly to produce essential hand-gel sanitizers for use in hospitals and care homes.

Finally, but not least, our spokespeople who have continued to go above and beyond, providing heartfelt, meaningful content online. Connecting and resonating with consumers in difficult circumstances. In these unprecedented times, I cannot emphasize enough how proud I am of this brand, the people who make it, and everything we stand for.

Delve into these pages to discover or rediscover the story of the world's leading beauty brand...I promise you, it's worth it!"

Delphine Viguiet-Hovasse,
Global Brand President of L'Oréal Paris



MANIFESTO

Beauty is power.
And much like power, often it must be taken.
Taking your beauty into your own hands is empowering.
Believing in your own beauty is something no one else can control:
That is the real power.
L'Oréal Paris has always been on the side of women.
In 1909, when cutting your hair short was a social statement...
In the 50s, when wearing trousers to work was an act of defiance...
Even as recent as the 1970s, seeing women in roles outside of
home, being powerful or confident...was still not mainstream.
L'Oréal stood with them.
For who they were and who they wanted to be.
We have always believed in women's worth.
We are not a beauty brand.
We are a brand that gives power to women.
No matter the age or the color of their skin.
This is why, when we say, **"we're worth it,"**
it's not a tagline...it's a brand mission.
L'Oréal believes in championing all beauty by pioneering scientific
breakthroughs,
embracing technology...
A dedication to cleaner, safer, sustainable products,
and more transparent practices
Yet, everything that goes into our products produces a result that
you won't find on any of our labels: Confidence.
Feminism is not about taking sides.
It is about inclusion.
It is about opportunities.
L'Oréal is working towards a day that when you hear,
"we're worth it,"
the next generation of women will say:
"We never doubted it for a moment."

OUR **VISION**

**BEAUTY IS POWER AND MUCH LIKE
POWER, OFTEN IT MUST BE TAKEN.
DEFINING YOUR OWN BEAUTY AND
TAKING IT INTO YOUR OWN HANDS
IS EMPOWERING.**





OUR MISSION

**WE'RE MORE THAN A BEAUTY BRAND,
WE ARE A BRAND THAT GIVES POWER TO
WOMEN. BECAUSE THEY ARE WORTH IT.**

Through our pioneering products and services, we empower each and every woman to take charge of their lives, believe in themselves, take the place they deserve in society and make change happen.

OUR **VALUES**

PIONEERING SCIENCE

SCIENCE FOR EFFICACY...

Our mission starts with Pioneering Science. The superior efficacy of our formulas has been tried and tested, and is backed up by a wealth of data built up over the years to deliver visible, proven results. This is at the heart of everything we do, and have been doing since L'Oréal's creation more than 110 years ago.

The superior efficacy of L'Oréal Paris make up, skincare, hair care, hair color and men's products is the fruit of state-of-the-art science, developed by our teams of 4 000 researchers in 21 research centers around the world. Thanks to this extensive network, we are able to deliver results-based innovations rooted in science at scale, offering each and every woman visible, proven results

...IN A TRANSPARENT AND SAFE WAY...

Consumers trust in our products, and transparency is key to building and maintaining that confidence, it's non-negotiable. We provide the information our customers are looking for about the ingredients that go into our products, their efficacy and their environmental impact.





...NOT TESTED ON ANIMALS...

Since 1989, 15 years before the regulation, L'Oreal Paris has not tested its products on animals. Even in China, where we have been modifying the regulation sharing our testing protocols, the L'Oreal Paris products are NOT tested on animals. This enduring commitment forms part of our wider value of sustainability.

RESPECTING THE PLANET'S BOUNDARIES

When it comes to sustainable beauty L'Oréal Paris is committed to lead by example, by continuously striving to improve the environmental impact of all its products. Our brand is already implementing a rigorous sustainability program, driven by science and innovation, with an ambition to reduce our carbon emissions by 50% per unit by the year 2030.

A SCIENCE TURNED INTO EXPERIENCES

Being a science-driven brand also fuels the consumer experience. We are continually working to integrate the latest tech developments to offer virtual try-on to our consumers, or precise and accurate skin diagnosis with initiatives like Skin Genius, unique to L'Oréal Paris. In turn, these innovations play a role in our sustainability program, by modifying our consumer behavior we reduce unwanted purchases and subsequent waste, respecting our precious planet in the process.

...FOR EACH AND EVERY WOMAN, IN ALL THEIR DIVERSITY

Each of our products are tested on a wide diversity of skin colors, skin types, hair types and age groups to assess the efficacy on each and every woman.



WOMEN'S EMPOWERMENT

As a brand that has always championed and celebrated women's empowerment, L'Oréal Paris continues to challenge stereotypes with a modern vision of femininity. Our brand ambassadors, unique and diverse, are role models for the strengths of women and an inspiration to fulfill our potential everyday. As a brand we support all women on their journey to fulfillment, in line with their own values and aspirations. Inspiring each woman to believe in her own sense of self worth, whatever her origin, whatever her age.

We want to bolster and celebrate women, their beauty, their achievements and their latent potential to achieve even more. We give them products which galvanise their confidence, courage and conviction to realise their ambitions.

Every communication from the brand is an opportunity to imbue women with a sense of self-worth, at every life stage, at every age. In particular, when she feels her most disempowered.

This is why L'Oreal Paris is determined to help those women who are disproportionately affected globally by climate change. We will specifically develop and invest in projects designed to empower women and promote gender equality, making a meaningful difference in their lives.

You'll find a sense of female empowerment present within each and every page of this book. We hope it will inspire you too...





FROM **A** TO **Z**

INDEX

A ACCESSIBLE LUXURY

B BECAUSE YOU'RE WORTH IT

C CATEGORIES

D DREAM TEAM

E EVENTS
EXPERIENCE

F FEMININITY & FEMINISM

G GLAM SQUAD

H HERITAGE

I INCLUSIVITY

J JOY

K KNOWLEDGE

L LOVE BRAND

M MISSION

N NO COMPROMISES

O ONE BRAND, ONE WORLD

P PARISIAN HERITAGE

Q QUALITY

R RETAIL

S SCIENCE

T TRUSTWORTHY
TONE OF VOICE

U UNITY

V VISION

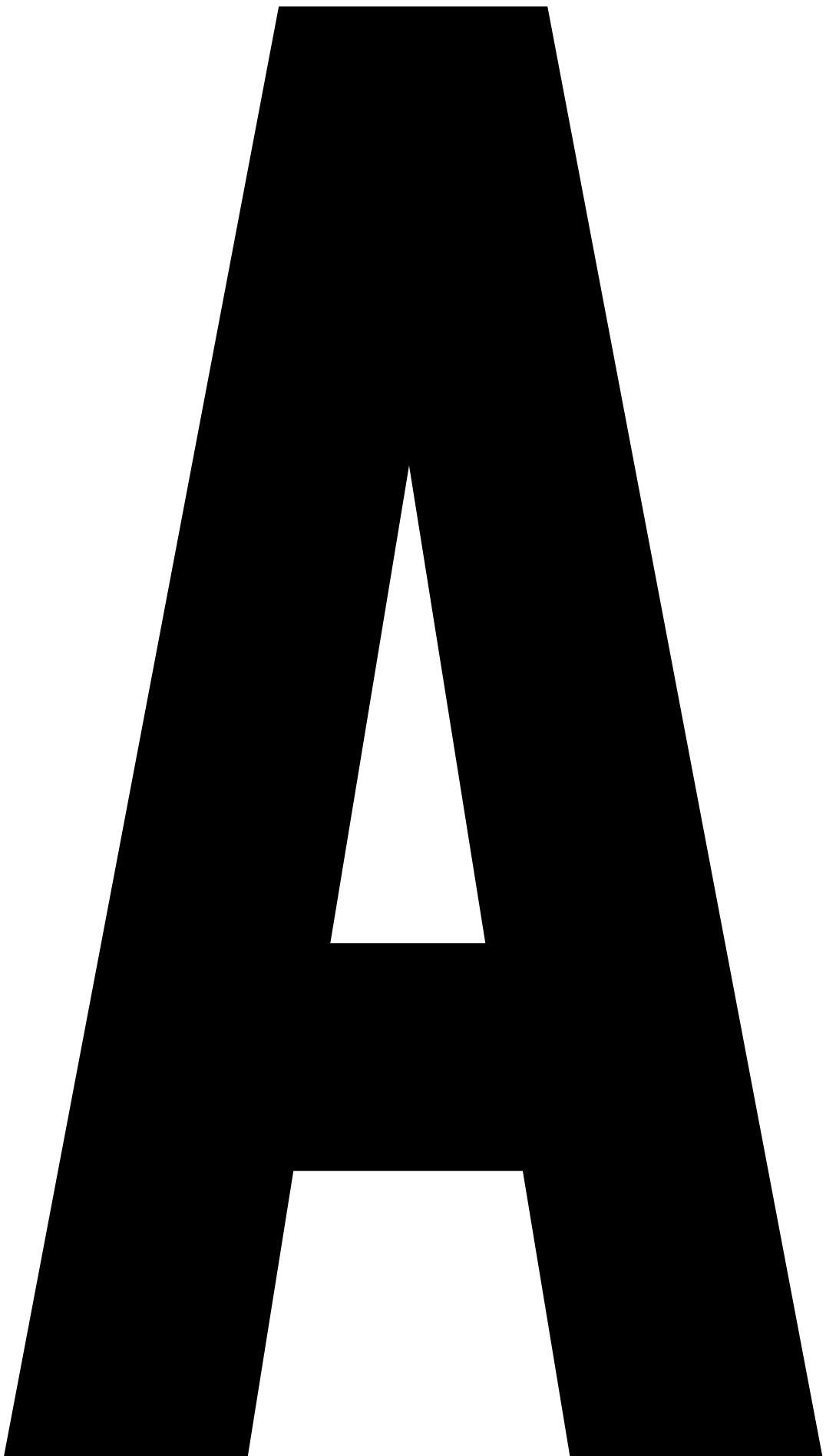
W WOMEN'S EMPOWERMENT

X
- XY IS FOR MEN

Y

Z ZERO NET CARBON

ACCESSIBLE LUXURY

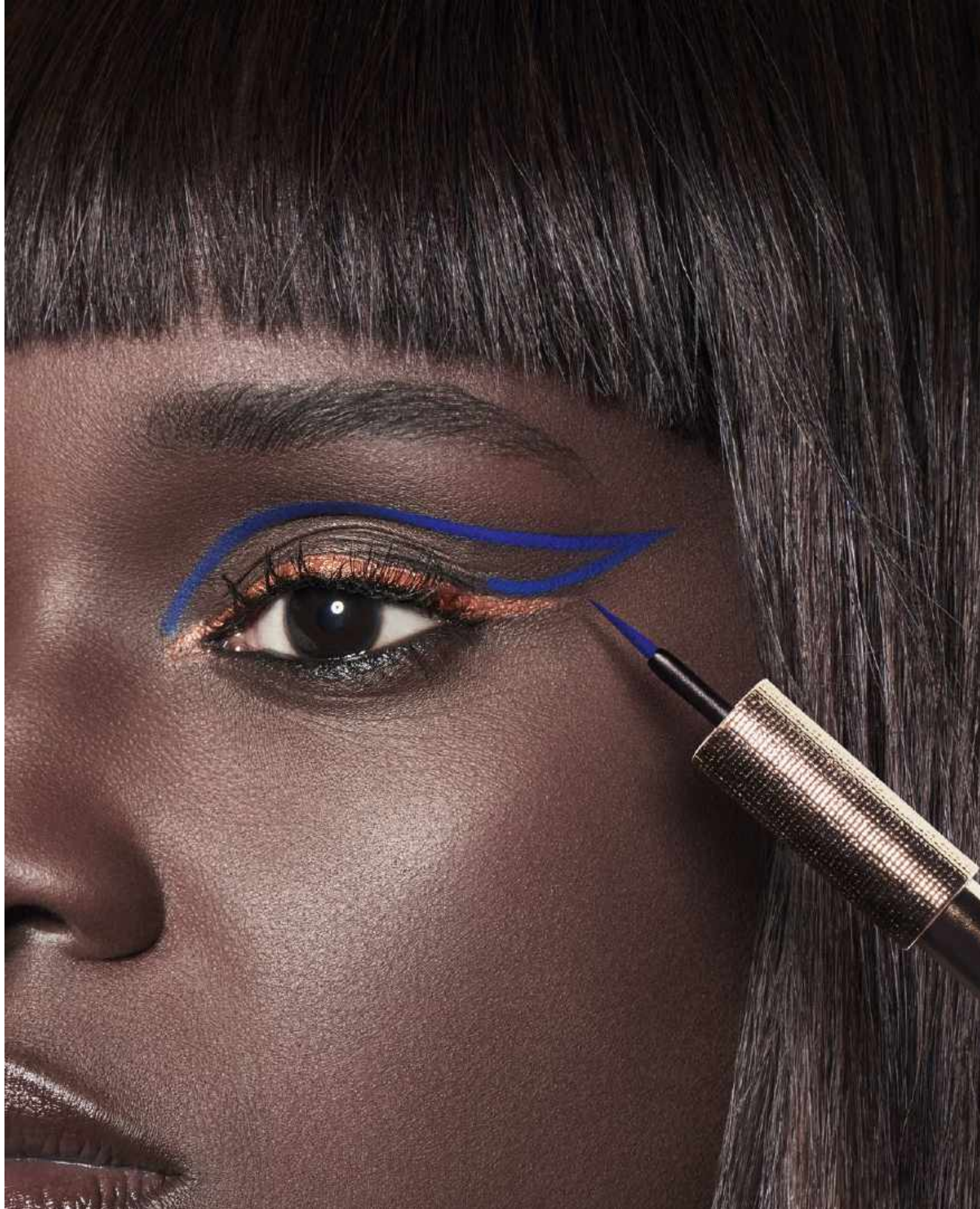


ACCESSIBLE LUXURY

ACCESSIBLE LUXURY

AFFORDABLE / QUALITY / ASPIRATIONAL

ACCESSIBLE LUXURY



We are a brand for each and every woman. This is evident in our price positioning. We deliver the standard of quality of a luxury brand at an affordable price. L'Oréal Paris is a luxury brand that happens to be in the mass market: both accessible and aspirational.

BLENDING HIGH-FASHION CULTURE WITH ACCESSIBLE MAKEUP

Through our fashion collaborations, each designer's DNA is distilled into the L'Oréal Paris world of beauty excellence, innovation and diversity. Balmain's Olivier Rousteing offered up his inclusive, rock goddess vision of beauty with a limited-edition Color Riche lipstick collection, giving every woman the opportunity to join his high-fashion "Balmain Army."

With Isabel Marant, we created an easy-to-wear capsule collection of makeup essentials that channel the ultimate French cool-girl vibe.

With the late fashion legend Karl Lagerfeld - we channeled a sophisticated, effortless Parisian beauty, the fruit of a shared pioneering spirit and dedication to celebrating feminine power.



ACCESSIBLE LUXURY



WE MAKE THE EXCLUSIVE



ACCESSIBLE LUXURY

INCLUSIVE

ACCESSIBLE LUXURY

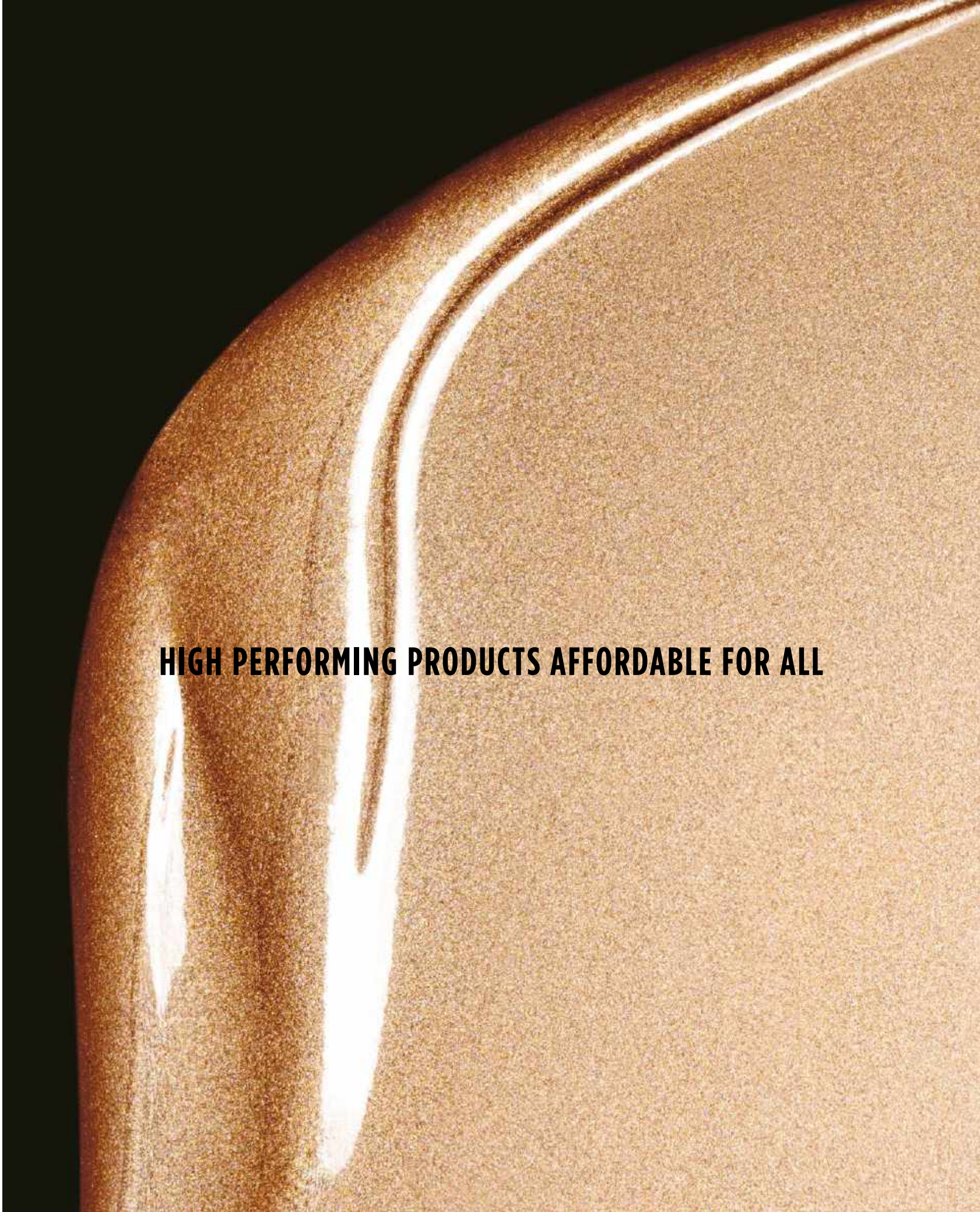


AFFORDABLE / ACCESSIBLE / ASPIRATIONAL



ACCESSIBLE LUXURY

HIGH PERFORMING PRODUCTS AFFORDABLE FOR ALL



BECAUSE YOU'RE WORTH IT

BECAUSE YOU'RE WORTH IT



BECAUSE YOU'RE WORTH IT

B

BECAUSE YOU'RE WORTH IT

BECAUSE YOU'RE WORTH IT

THE STORY OF OUR FAMOUS SLOGAN

The first advertising message to ever highlight the value of self-confidence. Our world-renowned slogan is a rallying cry that unites consumers around the world. This unmistakable line has since gained iconic status.

A truly empowering statement for women of all ages and backgrounds, which imbues belief in both their beauty and own sense of worth.

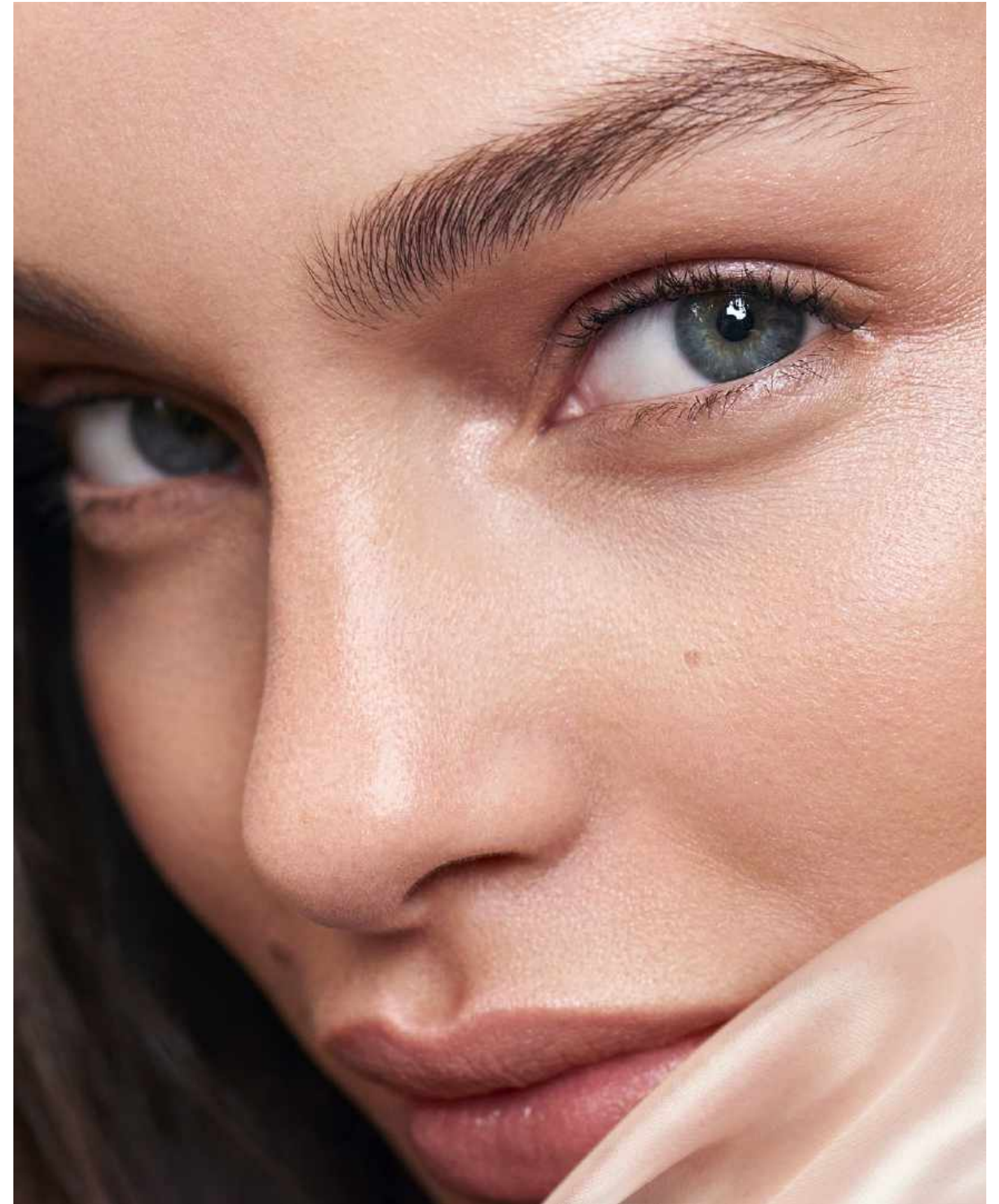
BECAUSE YOU'RE WORTH IT

Coined in 1971 by Ilon Specht, a 23-year-old copywriter at Manhattan ad agency McCann, our signature continues to resonate today thanks to the inspirational and culturally diverse women who front the brand worldwide.

The signature gained meaning throughout the Seventies as women asserted their independence outside the home. In the US, the first TV ad to feature the 'Because I'm Worth It' signature was for L'Oréal Preference hair color. Back in the Seventies, the signature was as much a product of its time – women were liberating themselves from the housewife persona of the Fifties – as a reflection of what the brand stood for. Ilon explained the tension the line pushed against :

“IN ADVERTISING, MEN WANTED IMAGES SUCH AS A WOMAN SITTING BY A WINDOW, WITH THE WIND BLOWING THROUGH THE CURTAINS. THE WOMAN WAS A COMPLETE OBJECT: I DON'T THINK SHE EVEN SPOKE. I WANTED TO PORTRAY A REAL WOMAN.”

The female voice in advertising was revolutionary; most ads for women's products featured a man's voice, which was thought to be more authoritative. Having a woman express her feelings and share her experience of a product was truly game changing.



BECAUSE YOU'RE WORTH IT

HE SAYS I'M
A GORGEOUS
BLONDE.
**I SAY I'M
A SMART
BLONDE.**

Cybill Shepherd

BECAUSE YOU'RE WORTH IT



BECAUSE YOU'RE WORTH IT

BECAUSE YOU'RE WORTH IT

BECAUSE YOU'RE WORTH IT



BECAUSE YOU'RE WORTH IT

BECAUSE YOU'RE WORTH IT



BECAUSE YOU'RE WORTH IT

“‘BECAUSE I’M WORTH IT’ HAS EMPOWERED ME IN A WAY I NEVER KNEW IT WOULD IN MY LIFE AND I AM SURE IT EMPOWERS OTHER WOMEN ALL OVER THE WORLD.”

Eva Longoria

BECAUSE YOU'RE WORTH IT

BECAUSE YOU'RE WORTH IT

**“IF YOU REALLY THINK ABOUT IT, THERE ARE VERY FEW GREAT SLOGANS
AND ‘BECAUSE I’M WORTH IT’ IS ONE OF THEM.”**

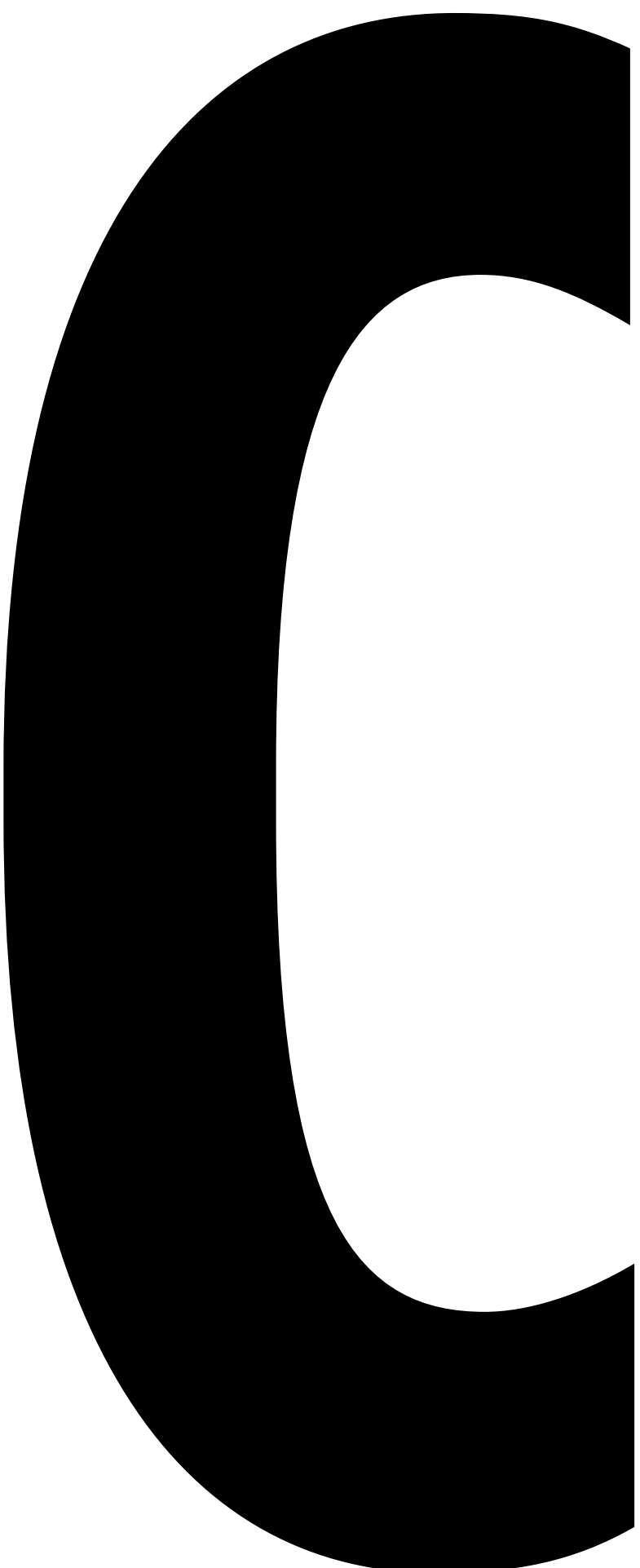
Jane Fonda

B



CATEGORIES

CATEGORIES



CATEGORIES

CATEGORIES

CATEGORIES

HAIR CARE / HAIR COLOR / MAKE UP / SKIN CARE

CATEGORIES



NO ONE CARES
LIKE ELVIVE DOES.

Elvive helps all women find confidence through beautiful hair with scientifically-advanced, sustainable products that deliver an immediate hair transformation, even from first use.

HAIR CARE



ELVIVE NO ONE CARES LIKE ELVIVE DOES

CATEGORIES



The very first Elvive product was a conditioner formulated with birch sap extract (the sève in Elsève, is the French word for sap). The launch marked the first time a haircare product aimed to do more than simply clean the hair, but also nourish and protect it.

Elvive has become the brand's hero pillar in the category and year after year achieves the n°1 position in haircare Western Europe. Thanks to the most advanced research center near Paris where 500 researchers develop new innovative products and services every day for our customers from all over the world; Elvive consistently leads the

haircare market providing exceptional, game changing innovations.

- Dream Lengths helps achieve the long hair of your dreams, saving your last 3 cm from a haircut
- Total Repair 5 is proven to repair weak hair like no one else on the market.
- Color Vive has been the n°1 in color care in Europe for over a decade.
- Extraordinary Oil was the first ever oil to be launched on mass market, providing an ultra-sensorial, beautifying hair ritual.

Much of Elvive's success can be attributed to its star ingredients, which



have been the backbone of the brand's formulas since the Seventies, when it first incorporated the repair properties of **ceramides**.

Since then, Elvive discovered and integrated within its star franchises ingredients that have never been considered before; for **Dream Lengths** launch, our laboratories integrated vegetal keratin for the first time. Unlike usual keratin that is derived from animals this one is specially formulated from plants such as wheat, corn or soy. Vegetal keratin also contains even more amino acids and proteins to penetrate deeply into hair fiber and

help reconstruct from inside. For **Total Repair 5**, our laboratories created Keratin XS which is a keratin complex identical to those naturally present in the hair to penetrate even deeper inside hair fiber. This Keratin XS is biomimetic to natural keratin: it fills in hair cracks, smoothes hair surface and increases the strength of weakened hair.

Infused with no less than 6 rare flower oils, **Extraordinary Oil** offers intense nutrition, sumptuous softness and infinite shine.

CATEGORIES

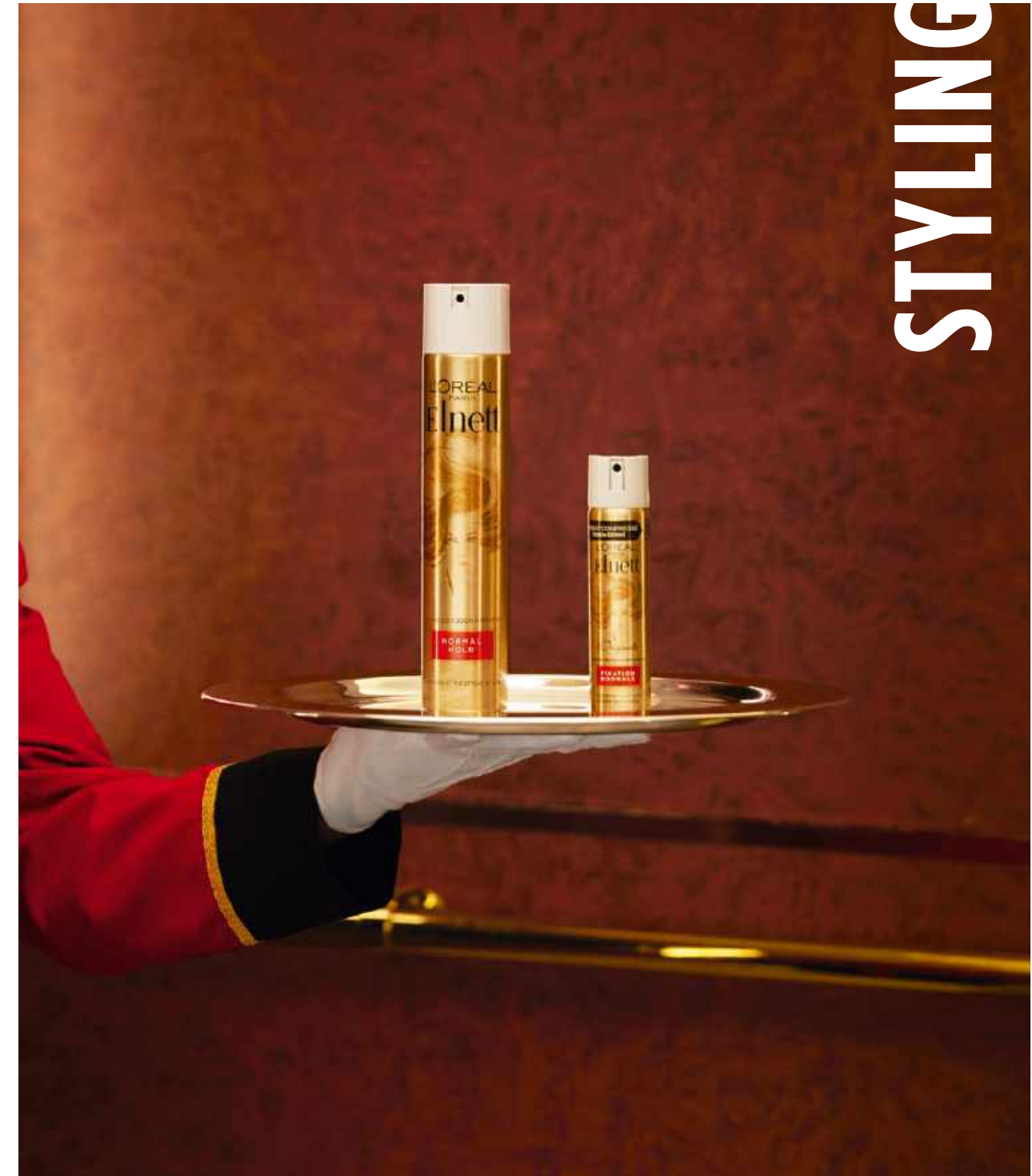
ELVIVE CARES FOR YOUR HAIR,

AND CARES FOR THE PLANET.



Elvive has also become a significant contributor to our sustainability program. At the end of 2019, 58 million Elvive bottles in Europe contained 100% recycled PET plastic. By the end of 2020, we will use 100% recycled PET for all of our 250 million shampoo and conditioner bottles in Europe, enabling us to save the equivalent of 5 400 tons of virgin plastic. This is a revolution for the Elvive range, helping us to make a positive impact on the environment and our planet's future.





STYLING

Elnett THE STAR OF HAIRSPRAYS

Offering a super fine diffusion and legendary hold that disappears at the stroke of a brush.



CATEGORIES

L'Oréal Paris supports all women by giving them the possibility to choose their own image without having to compromise between colour intensity and safety.



CATEGORIES

HAIR COLOR

EXCELLENCE *Crème*

THE MOST CARING HAIRCOLOR

BC (Before Crème), home hair coloring was anything but a caring place. But in 1995, women with greys all over the world, breathed a collective sigh of relief as a new hair color legend was born: Excellence Crème. The triple care haircolor with 100% grey coverage quickly became the home of hair coloring.

Using pioneering technology to offer the highest level of care without compromising on grey coverage, Excellence Crème took the market by storm. Fast forward a quarter of a century and thanks to a few choice tweaks along the way (hello protective pro-keratin and caring ceramides) Excellence Crème is still the gold standard in hair coloring science. During the 2020 pandemic, Excellence Crème proved itself once more and

stepped in to the rescue, lifting the lockdown on covering greys. At a time when visiting the salon simply wasn't an option and 'WFH' had become the new normal, Excellence Crème proved (thank you Eva Longoria) that at-home hair color can still deliver salon-worthy results. No surprise then that it's charmed its way into the hearts and homes of women all over the world. Maybe it's the triple whammy of care inspired by the world of professional hairdressers or perhaps it's the rich, long-lasting color that covers 100% of greys, but one thing is certain; women all over the world are paying respect to their hair color. The result? The Excellence Crème triple haircolor ritual is one loved by 99% of women who have tried it*. Excellence Crème remains the crème de la crème of at-home hair color.





Préférence FOR LUMINOUS, MULTI-DIMENSIONAL BLONDES

“He says, I’m a gorgeous blonde. I say I’m a smart blonde.”

In the 70s, the women’s rights movement were marching on the streets of America, but advertising had not yet given women a voice – their husbands did the talking for them. That was until Préférence introduced the game changing “I’m worth it” slogan in 1971, and in doing so revolutionized the world of advertising for generations to follow. The slogan flooded television screens and has since attained iconic status, synonymous with the L’Oreal Paris brand.

But beyond pioneering the “Worth it” slogan, Préférence ushered in a new empowering tone of voice for the brand carried by the arrival of Cybil Shepherd’s understated sassy wit : “He says I’m Worth it, I say the guy’s no dummy.” The brand, ahead of its time as ever, was boosting more than just women’s haircolor.

“The most expensive haircolor in the world.”

From the opening line of the launch commercial to this day, Préférence remains the incarnation of color sophistication, delivering a luminous, salon-like color full of reflects and highs-and-lows. As Joanne Dusseau, the original Préférence spokeswoman went on to explain, “...it’s not that I care about money, it’s that I care about my hair.” As strong as the women that wear it, Préférence is the long-lasting color reference – with up to 8 weeks of impeccable color and radiance. Today Préférence is widely acknowledged as the signature iconic haircolor for blondes. Why? Because sophisticated blondes are the most difficult shades to achieve and Préférence is armed with the best formula, unsurpassed. As Cybil said, a smart blonde, indeed.



THE AMMONIA-FREE LOVE BRAND

Originally launched in the 90's, Casting Crème Gloss' ammonia free formula was unprecedented in the haircolor market.

Its yummy ingredients, unique tone on tone formula that washes out naturally and ammonia-free conditioning color led the way for younger haircolorers. The color struck a fresh chord with those late Twentysomethings and early Thirtysomethings, who were experiencing their much dreaded, first grey moment, but were not quite ready to fully commit to the same haircolor as their Mothers.

The **“glossy, glossy”** color result heralded a fun, new colorful language, positioning Casting Crème Gloss as the hair color love brand, galvanising an entire younger generation to find their color crush. The rich shimmering tones spoke for themselves and Casting Crème Gloss spread its wings via word-of-mouth, from one bathroom to the next.

Today Casting Crème Gloss has the highest number of positive consumer reviews and remains the go to brand for those about to leap into the unknown world of hair color - no need to fear, Casting is here!



MAGIC RETOUCH

THE LIFE SAVER

In 2015, a little turquoise revolution in a can hit the shelves. Magic Retouch, the first instant root concealer spray, took the market by storm, audaciously painting the haircolor aisle turquoise. Magic Retouch quickly gained the status of “life saver” and made its way into the lives, bathrooms, and handbags of countless women around the world. Why so much success? Because it addressed a universal need for all women who color: the need to instantly conceal appearing grey roots, after just a few weeks of coloring. How did it gain so much momentum? Thanks to a magical solution: just spray at the root and 3, 2, 1 roots gone! Whether it's a last minute date, meeting, or girl's brunch, Magic Retouch will always have you root ready.





MAKE UP

L'Oréal Paris supports all women by enabling them to freely express all shades of their personalities. Prestige and sophistication.





CATEGORIES

COLOR RICHE

MORE THAN A LIPSTICK, AN ICON

In the 80's, L'Oréal Paris was already a powerful player in haircare, and saw the opportunity to expand into new categories. The next frontier was makeup, with lipstick franchise Color Riche, starting in the U.S in 1985.

"In haircare, we had launched the brand as the 'luxury' of mass, so we naturally took the same approach with the make-up range," recalls Béatrice Dautresme, then marketing director at L'Oréal Paris and behind the launch of its first color franchise. Deciding to launch first in the US - the world's most competitive makeup market - was bold. But L'Oréal Paris didn't bat an eyelid. "We felt there was room for a brand that had more refined and elegant codes than most of the American cosmetics brands; a brand with a French touch," Dautresme explains. The move paid off. Color Riche fought and won the battle for shelf space and earned the trust of women, first in the US, then worldwide. Today, it is one of the biggest players in the lipstick segment worldwide, accompanying women everywhere in every part of their lives.

For the launch of Color Riche, L'Oréal Paris wanted to create a signature that reflected the charm, quality and unmistakably French flair that characterized the collection. In line with this, it approached the legendary photographer Irving Penn, famous for his portraits and still life work, to shoot its first campaign. The result was a simple shot of a handheld mirror showing the reflection of a woman's lips.

Over the past 35 years, a range of successive innovations have contributed to the franchise's ongoing popularity. Its cream formula based on plant oils that cares for the lips and offers optimum comfort and its broad range of textures and colors - more than 350 over the years, from the boldest red to the sheerest nude via oranges, pinks, purples and browns - offer unrivaled choice to meet the desires of women worldwide.

CATEGORIES



CATEGORIES

CATEGORIES

YOURS TRULY, **TRUE MATCH.**

In a study of 291 women, representative of worldwide diversity, each woman was asked, with the help of a panel of makeup artists, to pick her perfect foundation. If no shade was found, a new one was created especially. Pushing the boundaries of inclusivity, the range – available in 48 shades – truly takes into account and celebrates global diversity, with skin tone and undertone combinations proven to match 100% of skin tones worldwide. Finally, every woman could show her true colors.

The researchers at L'Oréal Paris worked tirelessly to develop the perfect formula at micro-level. The result is a combination of hybrid pigments and pearlizers, allowing unprecedented shade matching with the skin's undertones. Four volatile expert oils enhance color and quality of application, as well as offering improved moisture for incomparable comfort. Thanks to this combination of color and care, True Match has succeeded in truly matching women, the world over.





LASH PARADISE

TAKE YOUR LASHES TO LASH PARADISE



Launched in 2017, Lash Paradise entered the market with a clear ambition : to change the rules and break the codes of the mascara business in mass market.

Paradise Found: its feathery-soft bristle brush combined with its smooth-gliding formula; a black formula enriched in castor oil. All of which makes for voluptuous volume and length, and ultra-sensorial application. Effortless, carefree and feminine, it's the French girl's trademark!

INFAILLIBLE

24H FRESH WEAR

THE 24H FOUNDATION THAT CAN KEEP UP



Too often women feel the need to excel even further, often without a sense of permission to fail, many juggling careers and family. Life is non-stop, 24/7. In other words, that they have to be - Infaillible.

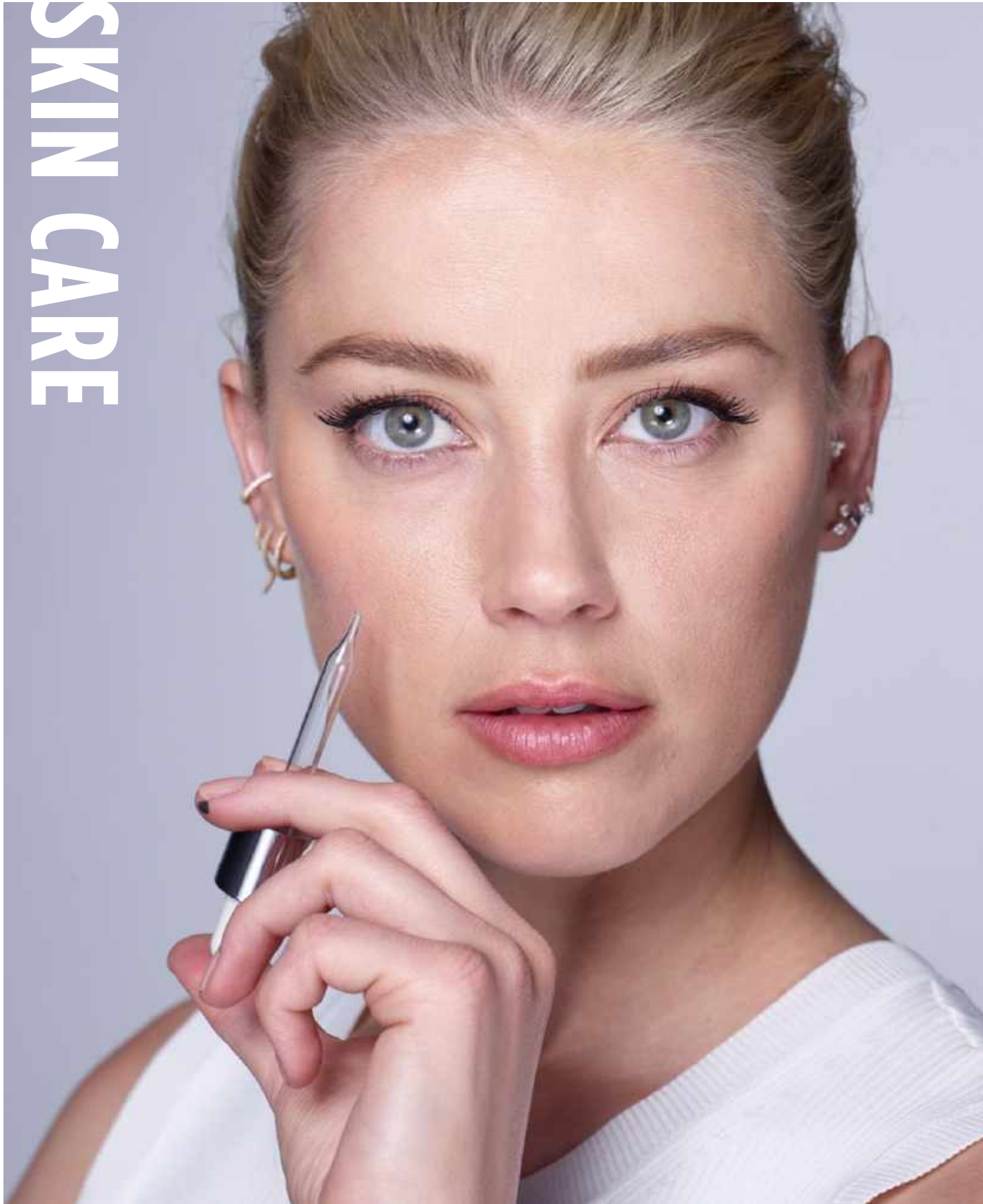
For these wonder-women, battling their way through life, L'Oréal Paris created a range of foundations, which just like them, does it all. Ultra-breathable, ultra-thin, yet super longwearing. Infaillible 24H Freshwear Foundation now with SPF25 for beautifully breathable protection that stays put all day.

And to celebrate women in all their diversity, the Infaillible range has been expanding over the years to provide long-lasting formulas to all women, whether they're looking for the 'your-skin-but-better' finish of a soft, matte powder, or a flawless high-coverage foundation with a matte yet natural finish. No compromise : whatever your needs, there's an Infaillible foundation that can keep up!



CATEGORIES

CATEGORIES



SKIN CARE

CATEGORIES

L'Oreal Paris supports all women by fighting for age to be nothing but a number. It does this by developing the most advanced science, which means no compromise on efficacy and safety.



CATEGORIES



REVITALIFT

GAME-CHANGING INNOVATION

Twenty-five years since its launch, Revitalift continues to break records, offering women advanced anti-aging powered by breakthrough science based on the latest developments in dermatology. The N°1 anti-aging franchise sells 97 million products a year worldwide.

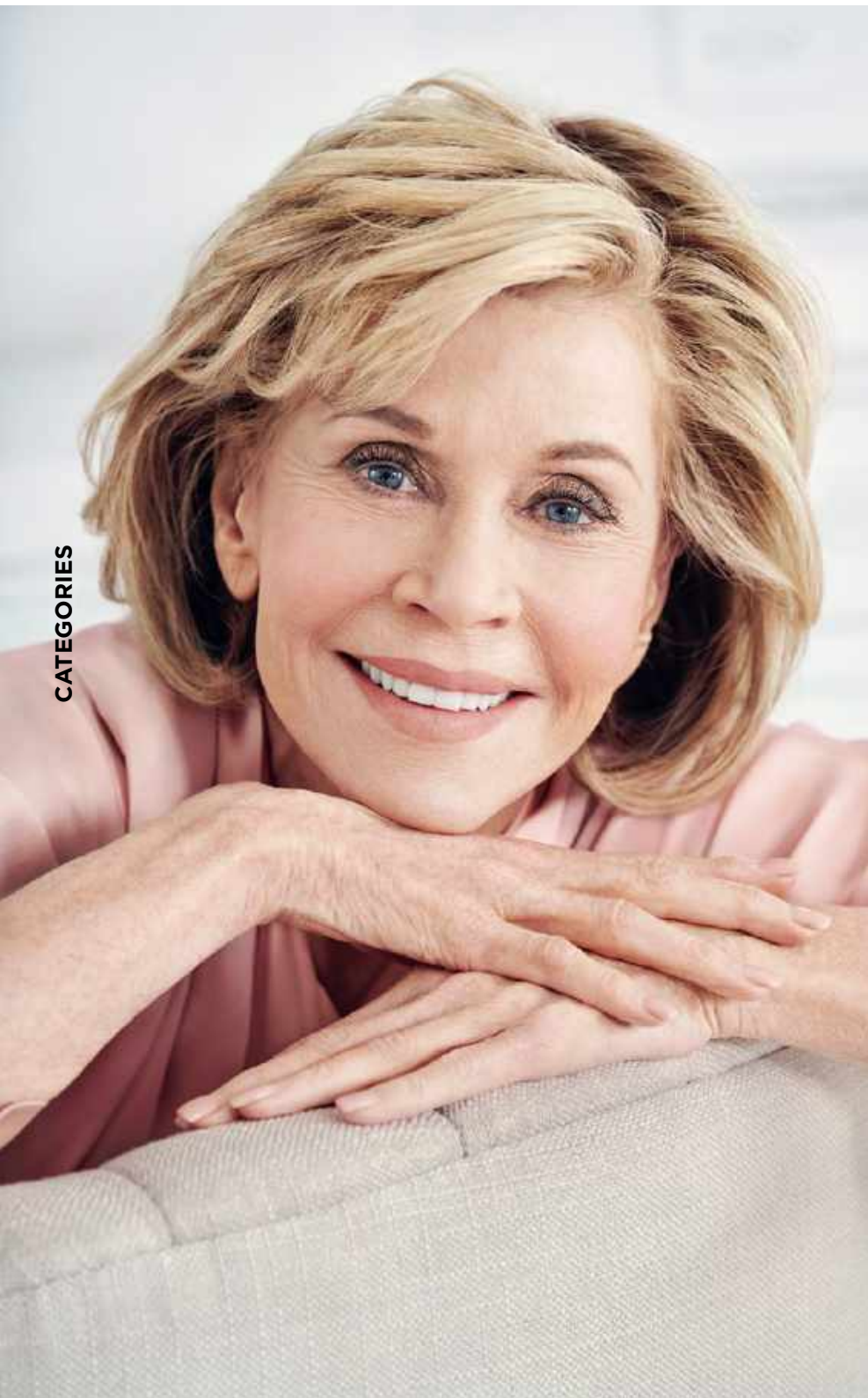
When L'Oréal Paris launched Revitalift in 1995, it brought a whole new message to the skincare category – more than just an anti-aging offer, it was the first product on the market to address gravity, targeting skin firmness thanks to the most cutting-edge ingredients available at the time. Its winning formula combined these with the pleasure of a sensual texture and fragrance, offering a sensorial solution for the woman who wanted to be the master of her own beauty destiny, rather than a passive bystander to the signs of aging.

Ever since its invention, Revitalift has continued to evolve to meet women's increasingly high anti-aging expectations, incorporating the latest

scientific developments and continually pushing the boundaries of innovation. Launched in 2012, Revitalift Laser X3, inspired by medical laser technology, offered new levels of efficacy in anti-aging. Its groundbreaking formula incorporating 3% Proxylane, LHA and Fragmented Hyaluronic Acid effectively stimulates collagen production and skin renewal, offering women an alternative to interventionist treatments for the first time on the mass market.

More recently, Revitalift Filler hit the market with another instant success story based on pure hyaluronic acid designed to plump the skin. The star product in the line, 1.5% Pure Hyaluronic Acid Anti-Wrinkle Serum, is the top selling serum on the U.S. market and continues to go from strength to strength worldwide. Other products in the range include tissue masks and targeted ampoule treatments, offering women solutions in line with changing consumption habits and expectations when it comes to their beauty routine.

AGE PERFECT AGE IS NOT AN ISSUE



CATEGORIES

For too long women of a certain age have felt overlooked, excluded and over time, invisible. In our youth obsessed culture, ageism was clearly an issue.

L'Oréal Paris have held the belief age is just a number, long before such thinking was de rigueur. Back in 2006, the brand signed Jane Fonda, then aged 69, to launch Age Perfect; an extensive range of products specifically designed to fulfil the needs of mature skin, makeup and hair. Today Fonda, 82, continues to lead a powerhouse of female ambassadors for the brand, flanked by Helen Mirren 75, Andie MacDowell 62, and Viola Davies 55, amongst many others representing every generation of women.

Reaffirming that beauty never fades and femininity has no expiration date. The Age Perfect range continues to enable women's visibility with the most advanced technologies and ingredients, such as Peony Polyphenols and Thermo-sensoriality, with the richest most caring textures, empowering these women to look as good as they feel inside.

In March 2019, in partnership with Age Perfect L'Oréal Paris, Fonda graced the cover of British Vogue , to launch "The Non-Issue", a Vogue magazine exclusively created by and for women of 55 years and older. The brand activation, featuring brand ambassadors including Helen Mirren, Julianne Moore, amongst others and a myriad of mature women from every walk of life, drew attention to conscious and unconscious age discrimination within society. Proving once again that for Age Perfect L'Oréal Paris, age is not an issue.



CATEGORIES



MEN EXPERT





MEN EXPERT

IT'S A MEN'S WORLD

The men's market has always had significant potential, but its growth has traditionally been limited by the fact that many male consumers felt they had little time or interest in grooming beyond the classic shave.

The launch of Men Expert in 2004 changed that. L'Oréal Paris broke into the segment with an offer that addressed real-life skincare issues and delivered tangible, visible results. Its mission: boosting men's confidence to set them up for success.

"Rather than simply replicating women's skincare formulas, Men Expert harnessed the power of L'Oréal Paris' technology to develop products geared to men's specific needs," explains Matthieu Dalmayrac, VP Global Marketing Men Expert.

A multi-service grooming brand for every man - whatever his age - Men Expert has continued to recruit new users to the segment thanks to new

scientific breakthroughs and category introductions, expanding progressively beyond skincare into beard care, personal cleansing and deodorants. With ranges including Hydra Energetic, Hydra Power, Vitalift and Barber Club as well as innovations like Amino Acid Cleanser in China Hydra Energetic Healthy Look Tinted Gel in Europe, it offers men all over the world access to products with visible results that boost their self-esteem.

Men Expert's choice of Spokesmen, such as Game of Thrones star Nicolas Coster-Waldau, with his combination of rugged good looks, integrity and support for causes like gender equality and the environment, has also undoubtedly been a factor in changing men's attitudes towards grooming. Equally, Daniel Wu, the Chinese American, renowned Hong Kong actor, director, producer and martial arts expert, continues to breakdown cultural boundaries and smash stereotypes for men everywhere.

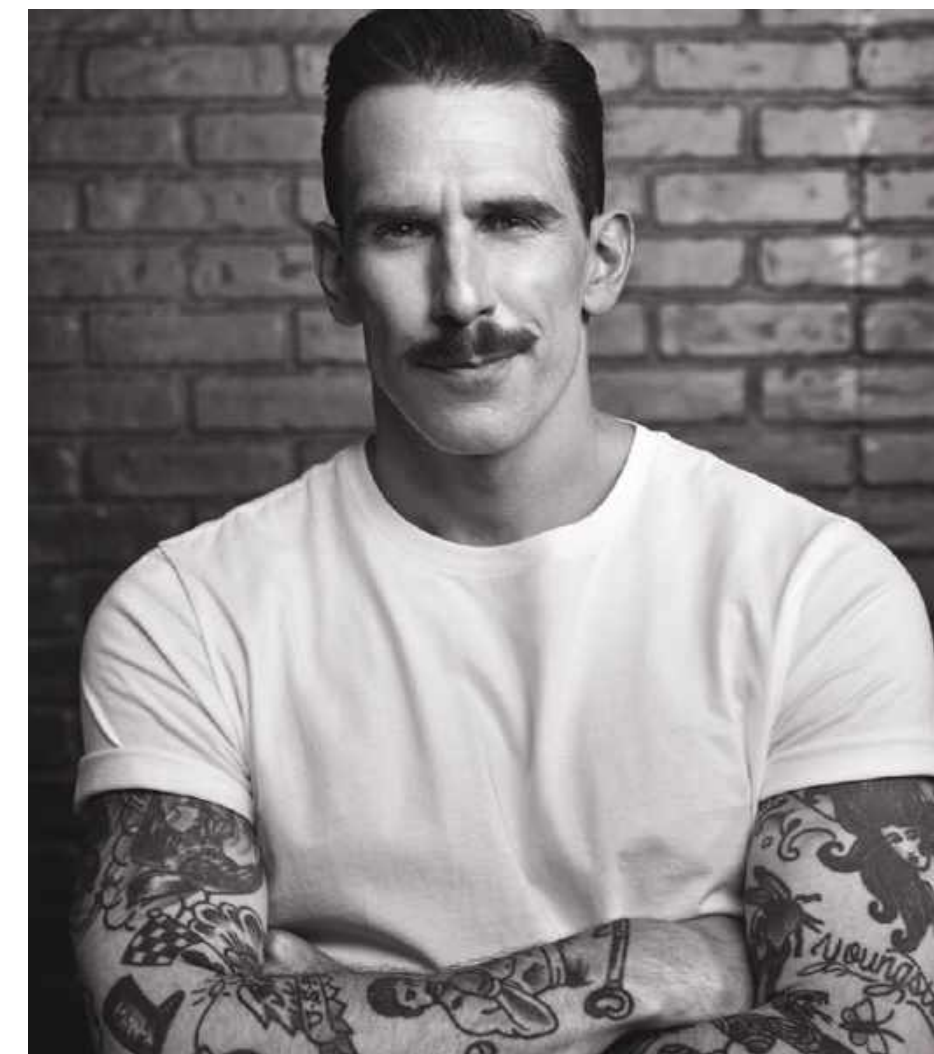


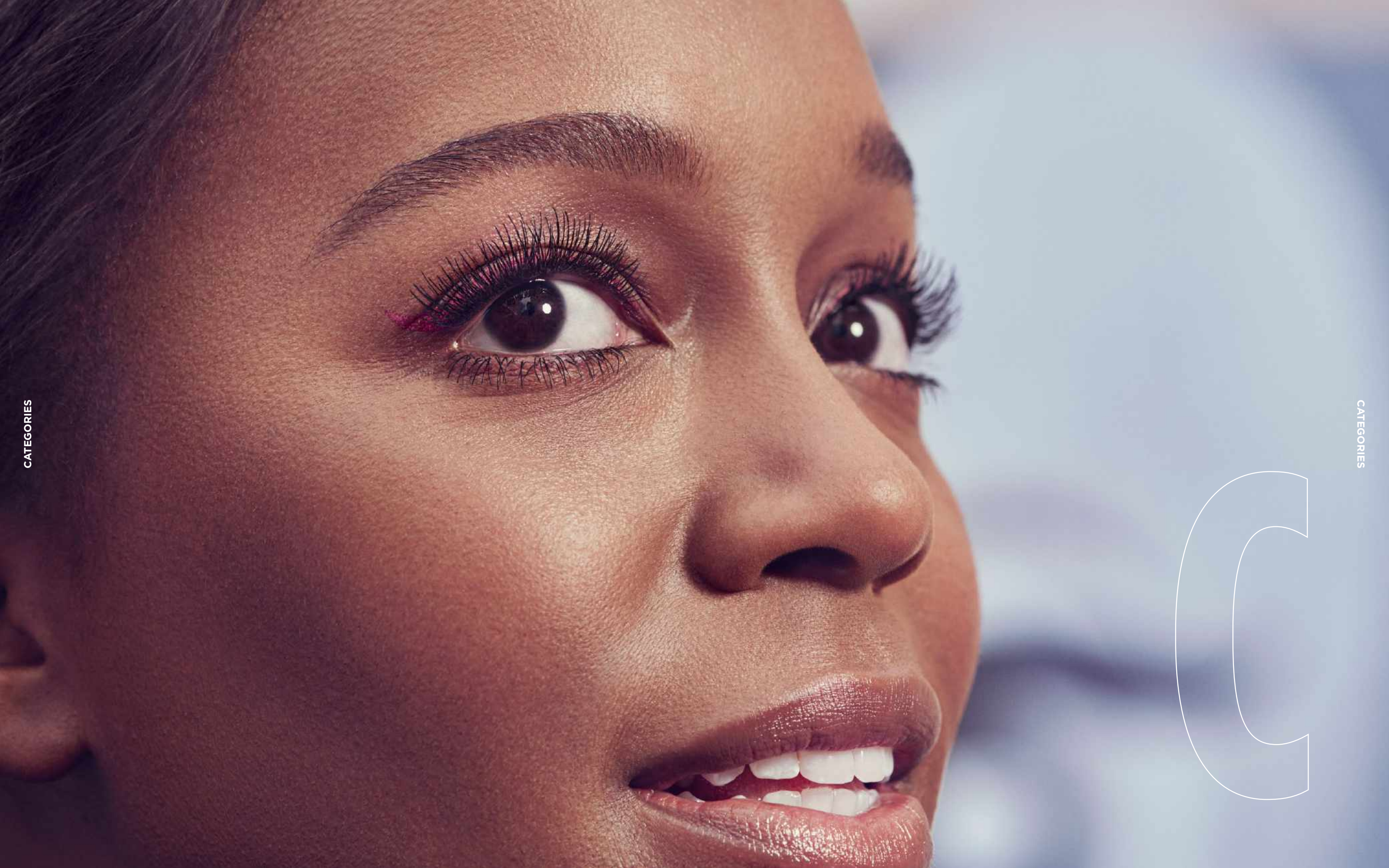
BARBER CLUB

Lastly but not least, Rob McMillen is one of Manhattan's most sought after barbers and founder of Mildred New York, a Lower East Barbershop and former head barber at NY Institution The Blind Barber. In 2017 he joined the prestigious team at L'Oréal Men as Barber Expert.

His classic cutting approach and expertise in grooming has earned him a loyal following, featured in GQ , Esquire, Details Magazine, Harper's Bazaar, and L'Officiel Hommes. He has also worked with the Sundance film festival, Milk Studio, Marc Jacobs, and New York fashion week.

Finally, Rob has also been fundamental to help drive awareness of Movember, cultivating the art of the perfect moustache in aid of men's mental health and the fight against prostate and testicular cancer.



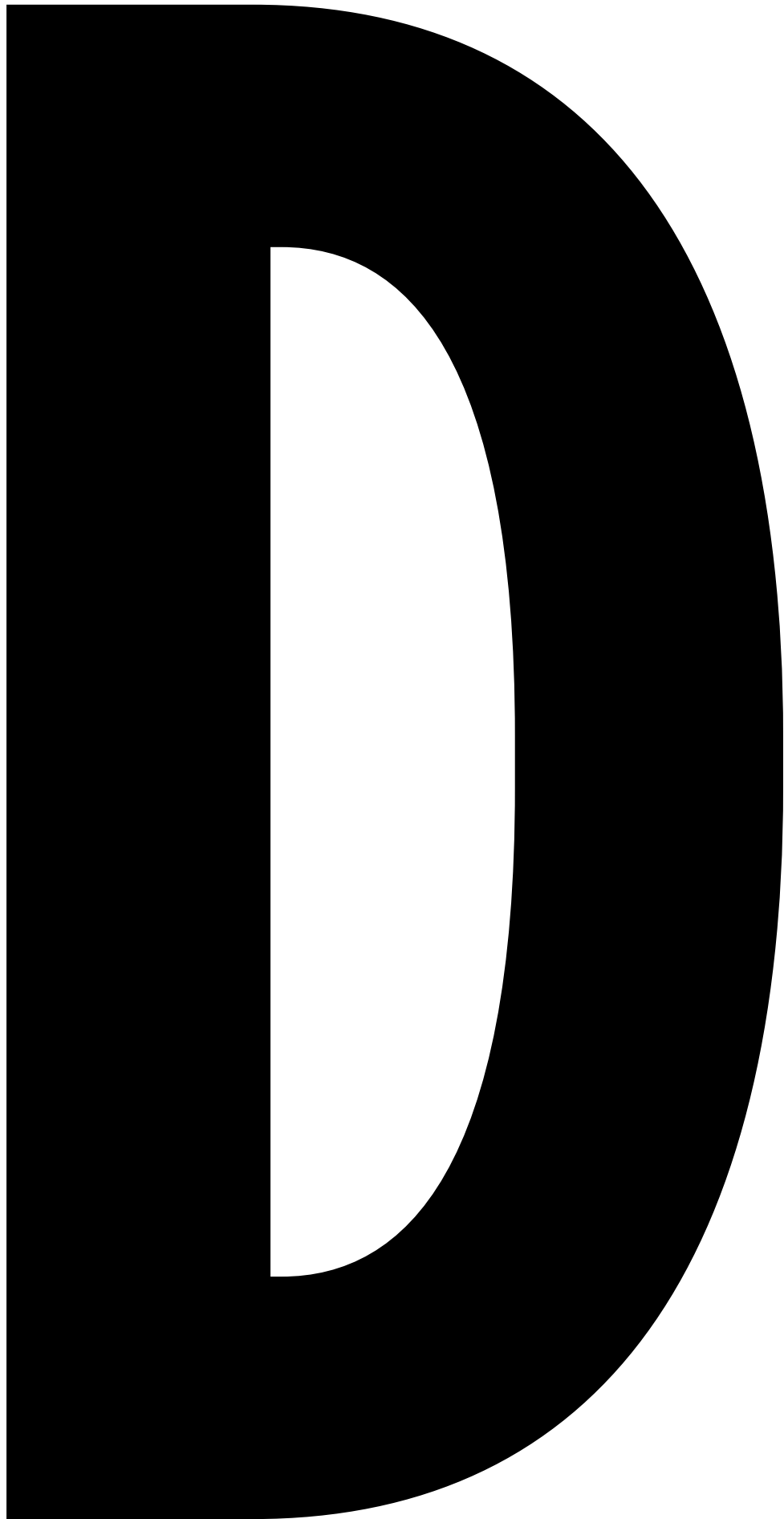


CATEGORIES

CATEGORIES

C

DREAM TEAM



DREAM TEAM



DREAM TEAM

AMBASSADORS / ARTISTS / ACTRESSES / ACTIVISTS

An icon of French beauty all over the world, L'Oréal Paris represents beauty in all its diverse forms. We believe that there is no 'one size fits all' vision; beauty is universally unique. The famous L'Oréal Paris "Dream Team" is made up of ambassadors from all origins and backgrounds, including icons from the film, fashion and music industries. These exceptional women are the brand's international spokespeople, reflecting the diversity of our customers – whatever their age, whatever their origin. Each in her unique way, upholds and empowers a particular female strength, inspiring others to fulfil their talents every day through their commitment to causes that echo our values of feminism, inclusivity, equal rights and sustainability.

DREAM TEAM

DREAM TEAM

DREAM TEAM

ISABELLE ADJANI

Isabelle Adjani is one of the most acclaimed French actresses of all time and the only actress in history to win five César Awards and the Best Actress Award at the 1981 Cannes Film Festival. Never one to seek approval, Isabelle turns the same intellectual scrutiny with which she seeks out challenging film roles to engage with issues which resonate with her personally. With her inner strength of conviction, Isabelle Adjani inspires women everywhere to speak out and advocate with a fearless legitimacy.



LEILA BEKHTI

Authenticity is paramount for this Franco-Algerian actress, so much so, she is incredibly discerning when it comes to her movie roles, auditioning only for those parts which resonate with her personal values and beliefs.

BOCHET

MARIE



Born with a malformation of the left forearm, the young Marie Bochet has always shaped her own destiny as a hugely successful paralympian. Distinguishing herself as one of the best French Handisports skiers, winning an impressive fifteen gold medals. She is the embodiment of humility. Her values of self-acceptance and self-fulfillment, have informed her unique message to the world ; our differences are what make us beautiful. Marie is an ambassador for many charity events and projects for disability in sport including Telethon.



LOUISE

BOURGOIN

An actress of great versatility, who brings a distinct creative intellectual curiosity to her craft, Louise's career continues to ascend from strength to strength. Her natural artistic flair manifests itself within her unique brand of impertinent, smart, funny french beauty that radiates on screen. Off screen this highly sought after French actress considers herself an egalitarian feminist and speaks out unapologetically on issues like sexual harassment. She is a passionate, devoted supporter of the Stand-Up program.



DREAM TEAM

CINDY BRUNA

Among the new generation of fashion model activists, Cindy, a fixture on the world's catwalks, uses her voice to speak up for inclusion and women's rights.



DREAM TEAM

CAMILA CABELLO

Multi Grammy-nominated at just 23 years of age, Cuban born singer/songwriter Camila Cabello broke the record for the most monthly listeners for a female artist in Spotify history. Her breakout hit, "Havana," is the most streamed song of all time by a female artist. Her global smash single "Señorita," was the most streamed song released globally on Spotify in 2019. Camila is the first female artist since Adele to triple up atop Billboard's Hot 100, Billboard 200 & Artist 100 charts. Known for her big heart, Camila is an ambassador for Save the Children. She is set to make her acting debut starring in Sony Pictures' "Cinderella" in 2021.



GEMMA CHAN

From the moment she turned down her law career to follow her dream into acting, Gemma has forged an unconventional path to Hollywood and is one of a new generation shaking up the film world – calling out what needs to change, and then working to make it happen. Known for the smash hit, “Crazy Rich Asians,” Gemma has grown her influence for greater inclusion in cinema; for gender equality and for race diversity. Always taking an active role for society’s most vulnerable, Gemma most recently supported the UK’s frontline workers at the height of the coronavirus pandemic and is an ambassador for future generations as a High Profile Supporter of UNICEF UK.



VIOLA DAVIS

Having won an Academy Award, an Emmy Award and two Tony Awards, Viola is the first Black actress to achieve the “Triple Crown of Acting.” She has twice been named one of the 100 Most Influential People by TIME magazine, and she expanded her sphere of influence as a producer and co-founder of JuVee Productions. As National Spokesperson for No Kid Hungry, she is fighting to eradicate childhood hunger – a mission that hits close to home having grown up in abject poverty often searching for her next meal. Viola is an inspiration to people everywhere – not only for her riveting performances on screen and stage, but for her resiliency, bravery and honesty.



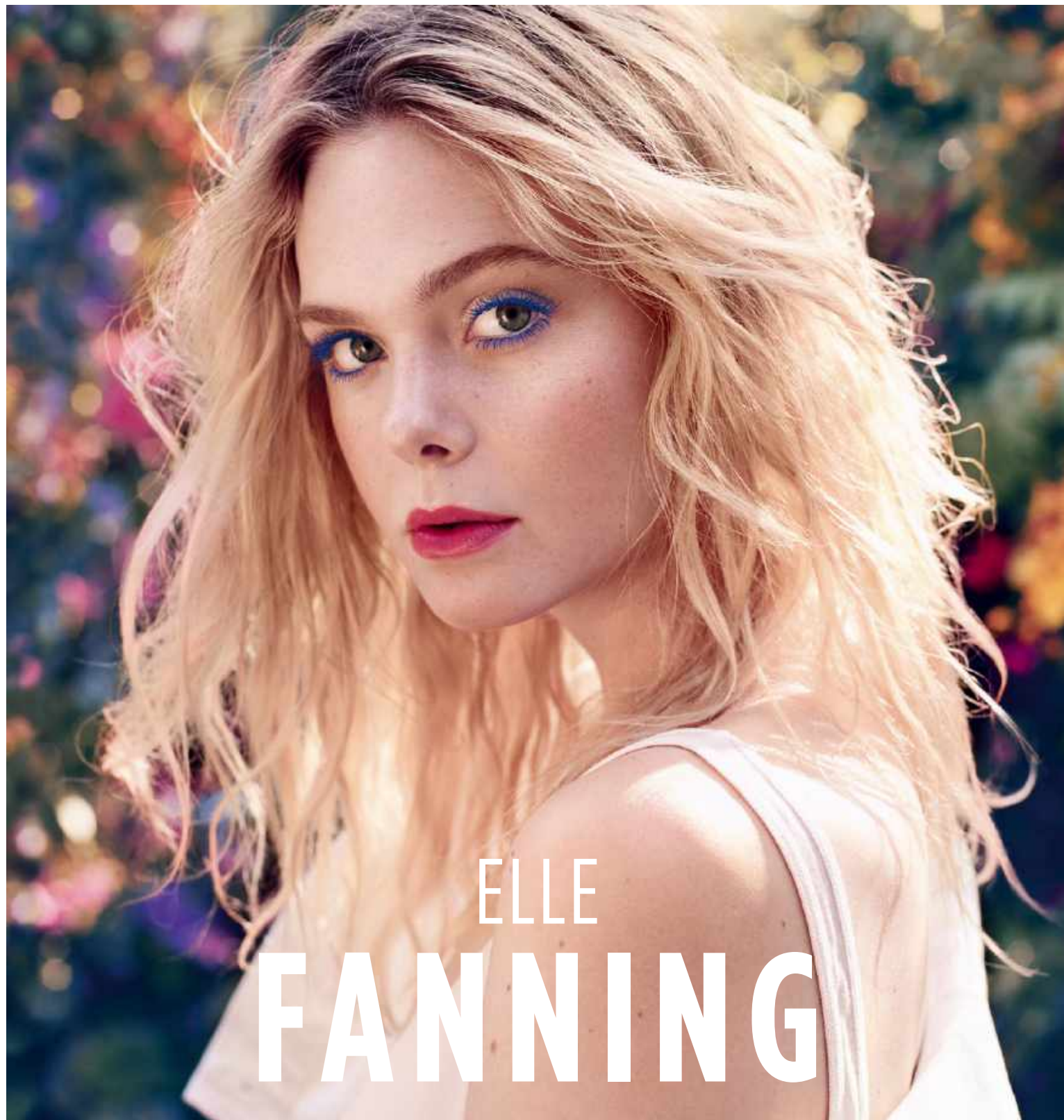
CELINE **DION**

The multi-award-winning Canadian vocal powerhouse followed her heart to achieve success. Celine's relentless work ethic has challenged female stereotypes and inspired so many women on their journey to self-realisation.



JAHA **DUKUREH**

After undergoing Female Genital Mutilation as a new born, Jaha was forced into marriage at 15 and has made it her life's cause to denounce such practices. Nominated for the Nobel Peace Prize in 2018, Jaha is a leader in the movement to end FMG and child marriage.



ELLE FANNING

Elle is recognized as one of her generation's most accomplished actors. Not only have several of her films been lauded at the Cannes Film Festival, but Elle also became the youngest juror in the festival's storied history. She has recently stepped behind the camera as a producer (and star) on her critically acclaimed hit Hulu series, "The Great." With additional high profile film and TV projects on the way both in front of and behind the camera, Elle is poised to continue growing into even more of a global star.



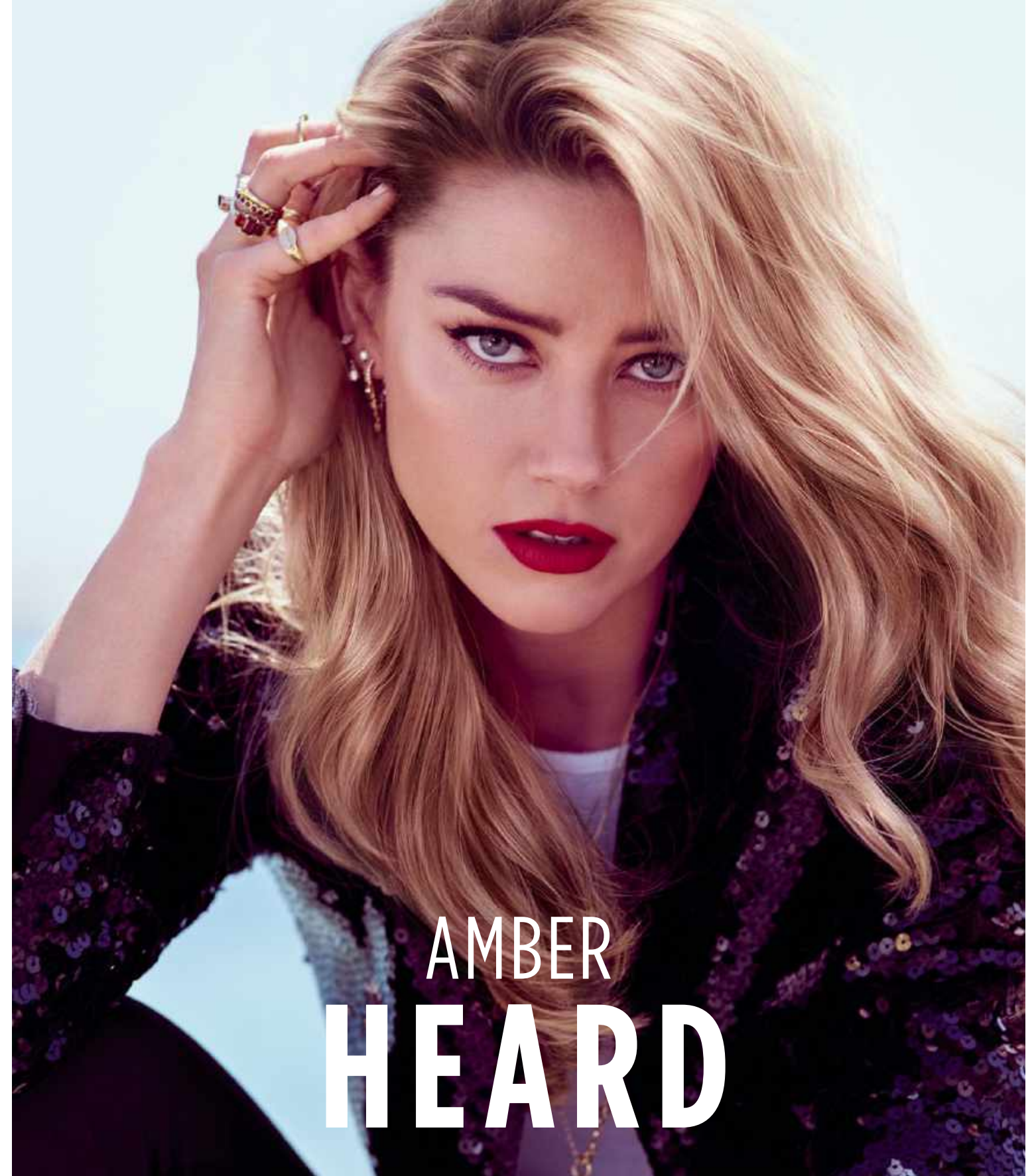
JANE FONDA

Jane is an iconic actor, whose various accolades include two Academy Awards, two BAFTA Awards, seven Golden Globe Awards, a Primetime Emmy Award, the AFI Life Achievement Award and the Honorary Golden Lion. As her legacy in film became firmly cemented with each new role, Jane's influence on the world also grew with her political, social and environmental activism. She is a fierce feminist who passionately supports women's rights, and her philanthropic work has focused on youth and education, adolescent reproductive health, the fight to stop violence against women and girls, human services, the arts and the environment. In recent years, Jane has been at the forefront of the fight against climate change.



LUMA GROTHE

As an international model and an empathetic woman Luma never hesitates to share her personal experiences to connect with people and raise awareness of women's rights and in particular, against street harassment. Currently studying film making, she is working on a documentary about violence against women.



AMBER HEARD

Known for her starring role in the global blockbuster, "Aquaman," Amber's passion for enriching lives continues from the screen to real life, where she speaks out on behalf of those whose voices have been silenced. In partnership with Amnesty International, Amber has travelled to the Mexican border to provide humanitarian assistance as a translator, and she works with the Syrian American Medical Society to bring aid to Syrian refugees throughout the Middle East. Amber is the Human Rights Champion of the United Nations Human Rights Office, the ACLU Ambassador for Women's Rights and the Cyber Civil Rights Initiative Ambassador.

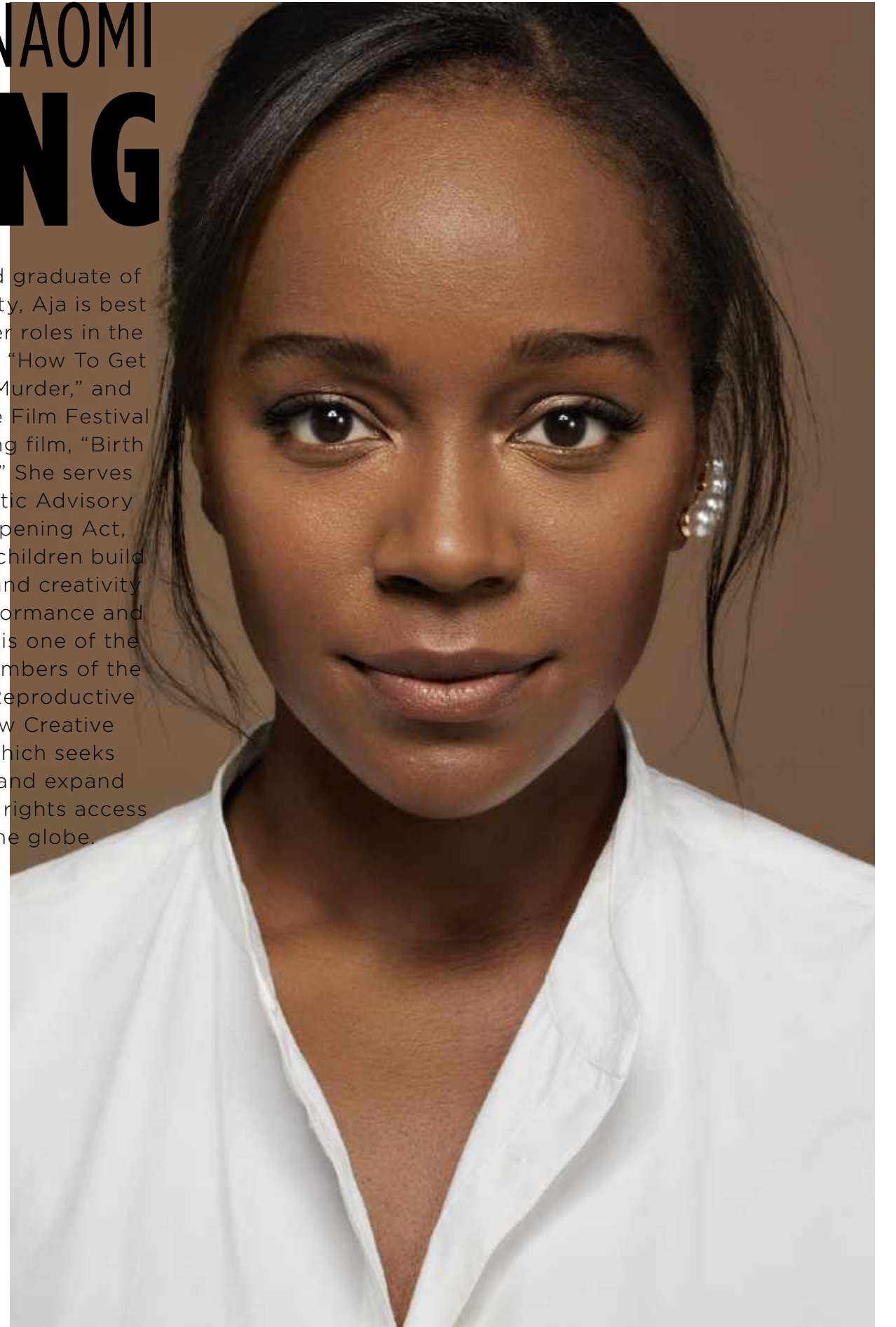


LIYA KEBEDE

Famed for her feline grace, supermodel Liya Kebede is determined to help those less fortunate than herself, by working with humanitarian organizations centered on maternal and infant healthcare in Africa.

AJA NAOMI KING

An actor and graduate of Yale University, Aja is best known for her roles in the hit TV series, “How To Get Away with Murder,” and the Sundance Film Festival award winning film, “Birth of a Nation.” She serves on the Artistic Advisory Board of Opening Act, which helps children build confidence and creativity through performance and writing. She is one of the founding members of the Center for Reproductive Rights’ new Creative Council, which seeks to protect and expand reproductive rights access across the globe.





DOUTZEN KROES

Famed for her radiant beauty that transcends borders, she is committed to humanitarian and ecological causes, and has created her own foundation, Knot On My Planet, to protect elephants slaughtered for their ivory in Africa.

KATHERINE LANGFORD



Katherine has garnered global recognition and critical acclaim, including a Golden Globe nomination, for her starring role in Netflix’s original series “13 Reasons Why,” which became a worldwide phenomenon shortly after its 2017 release. Her new Netflix Original fantasy series, “Cursed,” had a strong debut this summer and she had a memorable turn in the award-winning film, “Knives Out.” Katherine is as empowered off-screen as on, speaking out for tolerance and raising awareness about gender equality. Using her reach to foster online conversations about mental health and confidence issues, she has already become a positive role model for all women.



DREAM TEAM

GONG LI

Acclaimed as the incarnation in Hollywood of the modern Chinese woman who has taken control of her destiny, she is a strong advocate for equal opportunities for women in the film industry and for world peace.



DREAM TEAM

EVA LONGORIA

As an acclaimed actress, producer, director, entrepreneur and philanthropist, Eva is leading the charge of female representation and trailblazers in Hollywood. Eva is co-founder of the #TimesUp Campaign, which addresses systemic inequality and injustice in the workplace, founder of The Eva Longoria Foundation, which helps Latinas build better futures for themselves through education and entrepreneurship and co-founder of Eva's Heroes, which enriches the lives of adolescents with developmental disabilities. As national spokesperson for the non profit, Padres Contra el Cancer, she is also committed to improving the quality of life for children with cancer.



ANDIE
MACDOWELL

Andie's storied career launched with a critically acclaimed performance in Steven Soderbergh's "sex, lies and videotape," which won the Palme d'Or at the Cannes Film Festival. From there, she went on to star in a diverse range of acclaimed studio and independent films, as well as TV series. For her philanthropic work, she was presented with an honorary Doctorate of Humane Letters from Lander University and received an Honor of the Arts from Winthrop College. She has supported a range of environmental and women's health charities, and currently sits on the board of the National Forest Foundation.

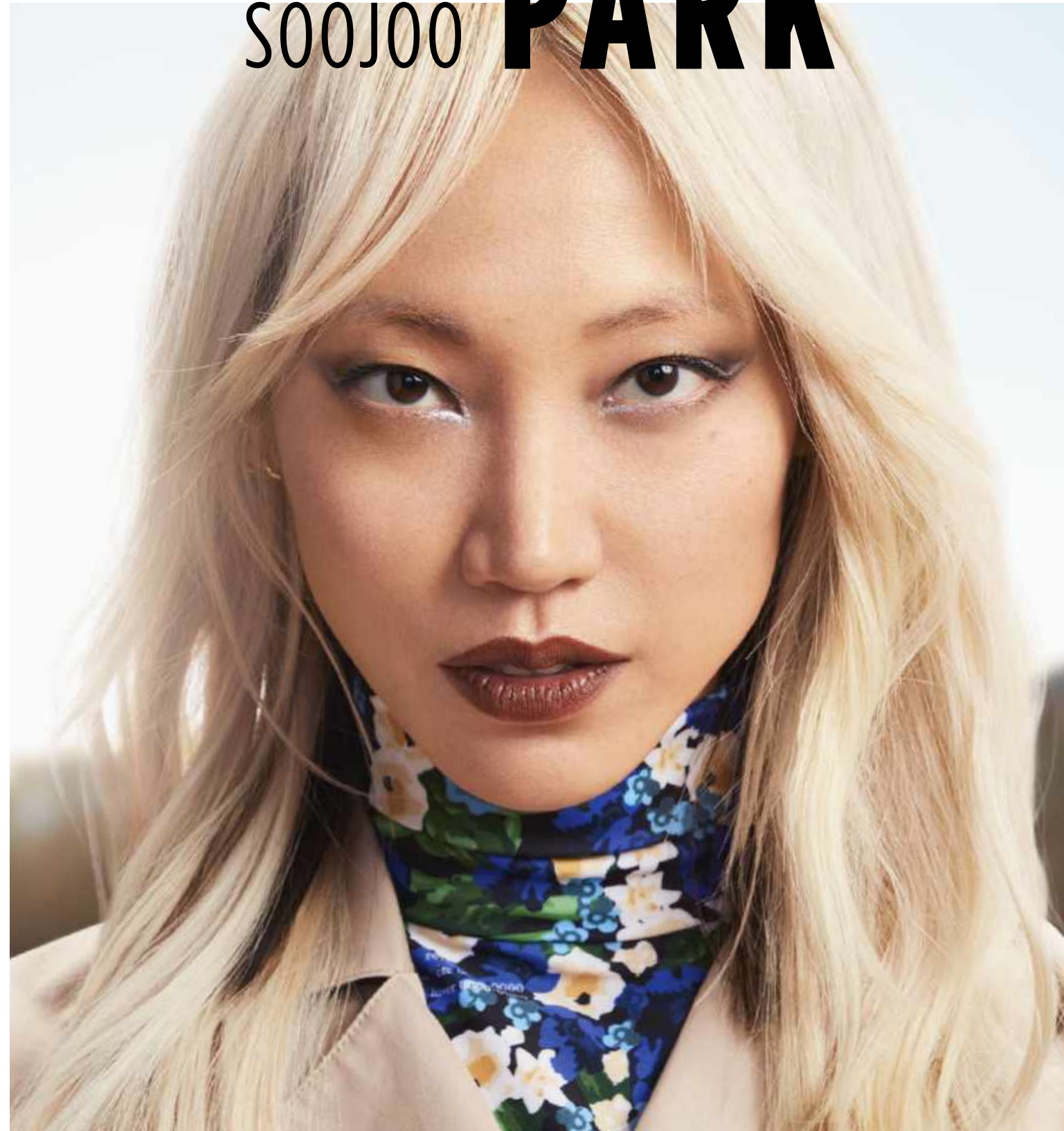


HELEN
MIRREN

Helen is one of the best known and most respected actresses with an international career that spans stage, screen and television. She has received countless awards and nominations for her powerful and versatile performances, including the Academy Award for Best Actress, the Cannes Film Festival award for Best Actress and the SAG Award for Best Actress, among others. Her theatre work has spanned productions in the West End, the Fringe, the RSC, the National Theatre and Broadway in the US, and she is a Tony winner and Olivier Award winner. Helen Mirren was appointed a Dame of the British Empire in 2003.

SOOJOO **PARK**

DREAM TEAM



Renowned as a model and famous DJ, Soo Joo is the incarnation of a creative, fearless generation embracing an arty lifestyle. The South Korean model openly speaks out for more inclusivity in the fashion world, in the press and on social media.

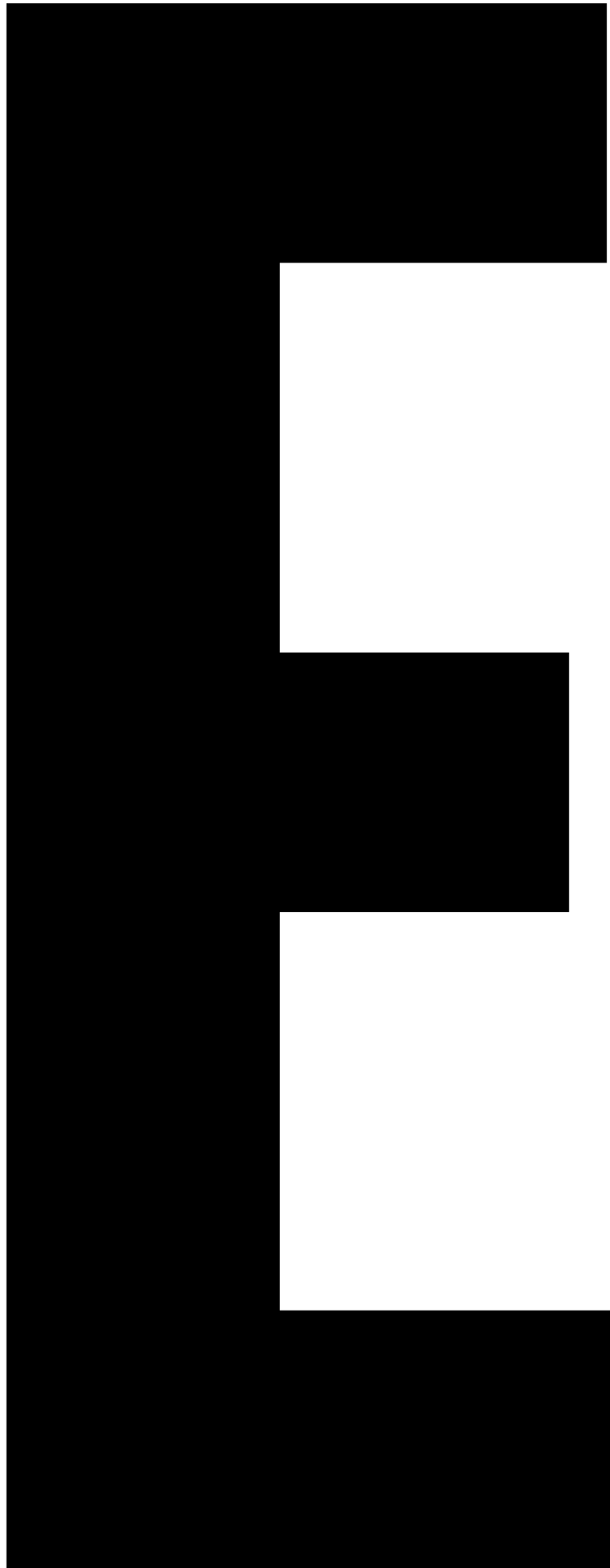
AISHWARYA **RAI**

DREAM TEAM



Crowned by the media as “the most beautiful woman in the world”, Aishwarya Rai was the first Indian actress to be a jury member at the Cannes Film Festival and she is appointed Ambassador of the Joint United Nations Programme on HIV/AIDS.





EVENTS / EXPERIENCE



FESTIVAL DE CANNES
Official Partner



EVENTS

EVENTS

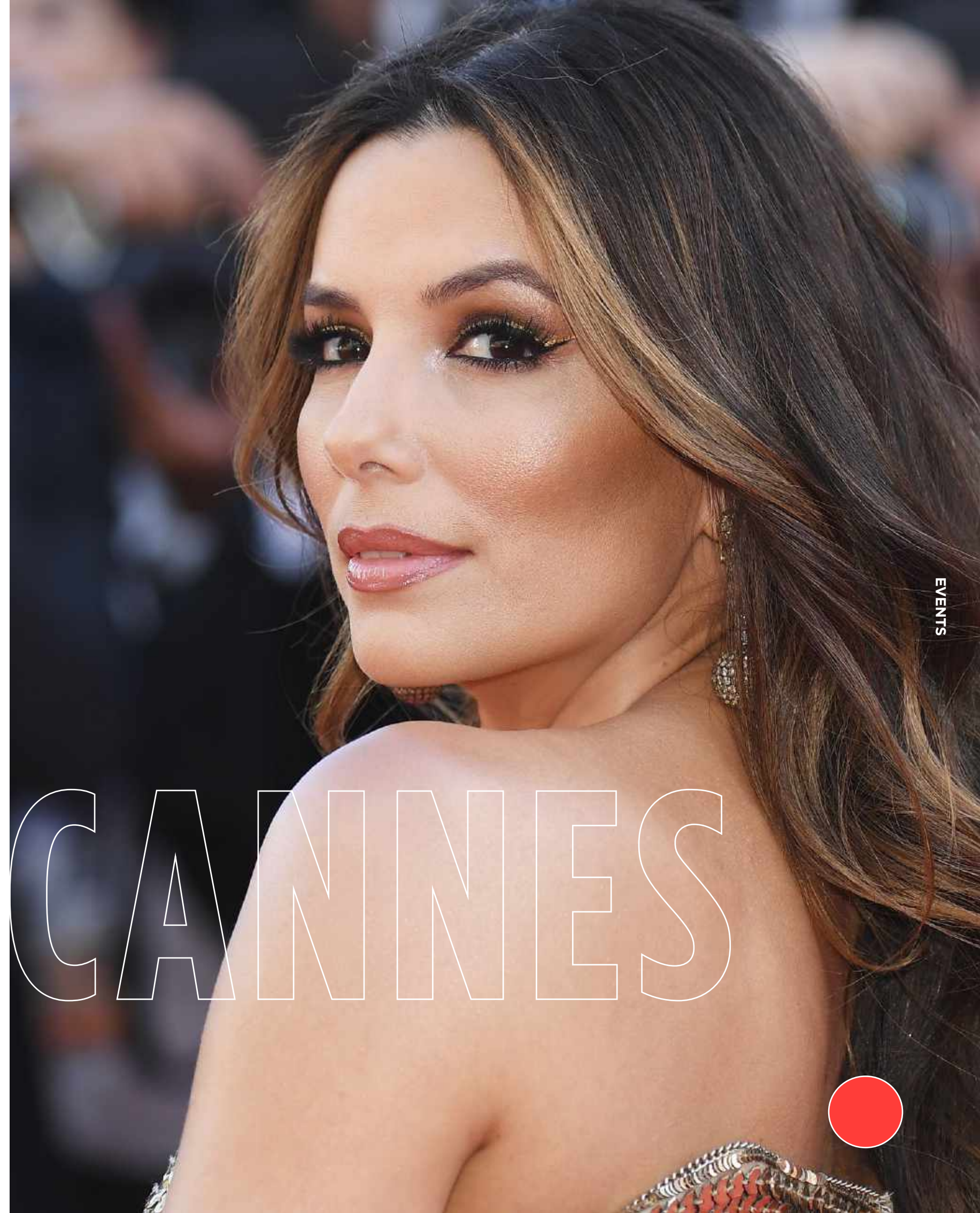
EVENTS AS THE VOICE OF EMPOWERMENT

EVENTS



SUPPORTING WOMEN IN CINEMA BECAUSE THEY'RE WORTH IT

As a partner to the Cannes Film Festival, we have been celebrating women in cinema for 23 years, helping to rebalance the inequality experienced by women in the movie industry. For the “montée des marches,” a league of exceptional women from the worlds of music, fashion and activism, we are united in representing the beauty of diversity on this world stage and drawing attention to the causes both they, and we believe in. In 2021, we endeavour to be back, better than ever, pushing boundaries even further by creating a Special Award for the “Best Female Scenarist”.



CANNES





L'ORÉAL
PARIS

EVENTS

EVENTS



OPENING UP PARIS FASHION WEEK TO THE WORLD

As the official Beauty partner of Paris Fashion Week, we have continued to democratizing high fashion culture with Le Défilé L'Oréal Paris since 2019, for what will be our third year. Projecting the excellence and diversity of the Paris Fashion scene all over the world, featuring both young emerging designers to iconic fashion houses. We have made high fashion accessible to all by opening up first-world locations to the public, taking consumers backstage for a behind-the-scenes experience of the hottest hair and make-up looks.

FILE LE DÉFILÉ LE DÉFILÉ LE DÉFILÉ LE DÉFILÉ LE D



Brittany Schiavone is the national honoree of the 2019 edition



Helen Mirren and Hetal Jani,
L'Oréal Paris Women of Worth Honoree (2019)

WOMEN OF WORTH: CELEBRATING WOMEN WHO HAVE MADE A DIFFERENCE IN PEOPLE'S LIVES

North America we have been demonstrating our feminist values for over 15 years thanks to our “Women of Worth” program, which honors extraordinary women who volunteer their time to serve their communities. The program is supported throughout the year with always on media and pr. The philanthropic program provides a high profile platform for these heroic women, supporting them in their ventures with essential financing and celebrating them. Culminating annually, at a high- profile, nationally televised gala event to shine a spotlight on these most deserving women and organisations.

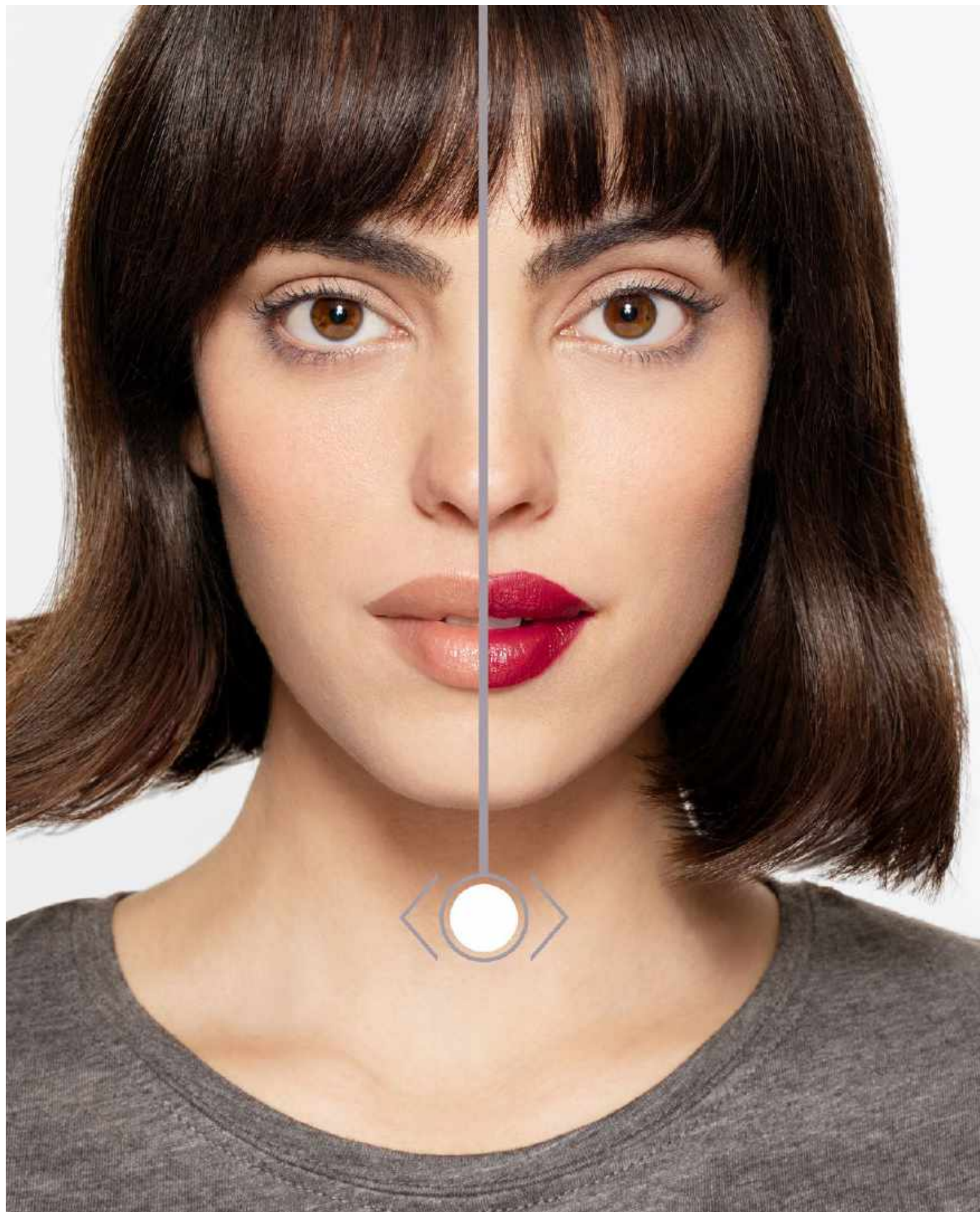
The legacy and the future of this program embodies our belief that every woman is worth it by elevating women who find beauty in selflessly giving back.

EXPERIENCE

EXPERIENCE

INNOVATION YOU CAN EXPERIENCE

EXPERIENCE



As a science-driven brand, we are tapping into the latest technologies, using artificial intelligence, data and tech innovations to enhance the beauty experience. By using **augmented reality** and **artificial intelligence** technology, our **virtual try-on services** mine millions of pieces of data to offer tailored product recommendations and are exclusive to L'Oréal Paris.

The Make Up and Hair Color virtual try-on were the first brand initiatives to offer a digital service with such a realistic simulation by giving women the opportunity to **test products** they might not have considered. Women can now be the artist of their own look in real time and buy them online immediately. **Skin Genius** helped by Modiface High technology acquired by L'Oréal in 2018, provides consumers product recommendations with personalized information about their skin – radiance, pore quality, firmness, lines, wrinkles and skin tone. Thanks to this winning combination of clinical and technological advances, Skin Genius offers a **reliability rate that matches dermatologists' diagnosis by 98%.**

These proprietary technologies push the boundaries of personalized beauty by helping women in their everyday life and provide a unique experience for a mass-market beauty brand.

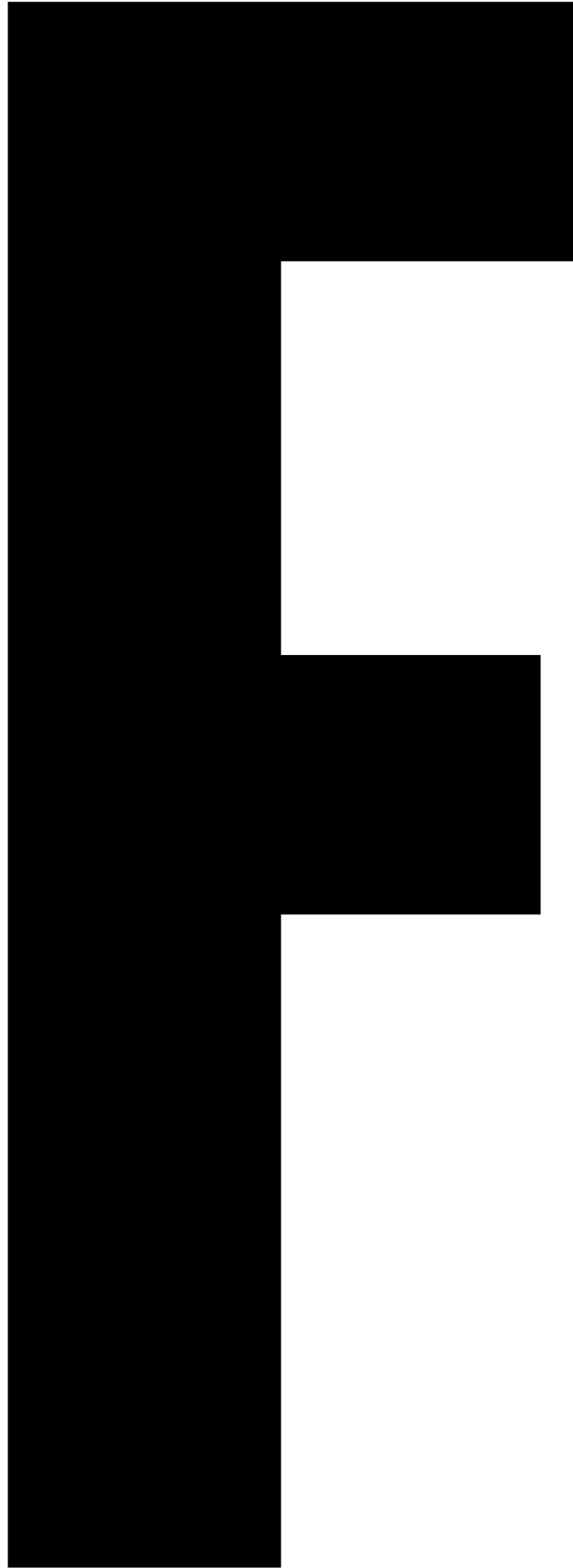
DIGITAL EXPERIENCE THAT DRIVES TO E-COMMERCE

All our digital services are done to create a full ecosystem driving to a better purchase experience, especially on e-commerce.

EXPERIENCE

EXPERIENCE





L'ORÉAL PARIS CELEBRATES THE STRENGTHS OF FEMININITY

FEMININITY & FEMINISM

FEMININITY & FEMINISM

FEMININITY & FEMINISM



L'Oréal Paris is here to power women to feel stronger and more confident. Encouraging women to dare to be their authentic selves. To feel emotionally supported, but never to dictate what their beauty should be.

AS A BRAND WE BELIEVE TO DEFINE OR DICTATE FEMININITY WOULD BE TO LIMIT IT.

The beautifully complex, occasionally contradictory feminine attributes of being a woman.

To be both soft and strong. To have the courage to admit vulnerability. To be daring without being vulgar. To be gentle, yet endure so much. Independent and outspoken, whilst being compassionate and kind. To be successful, but retain humility. To experience the ebb and flow of self-worth and self-doubt.

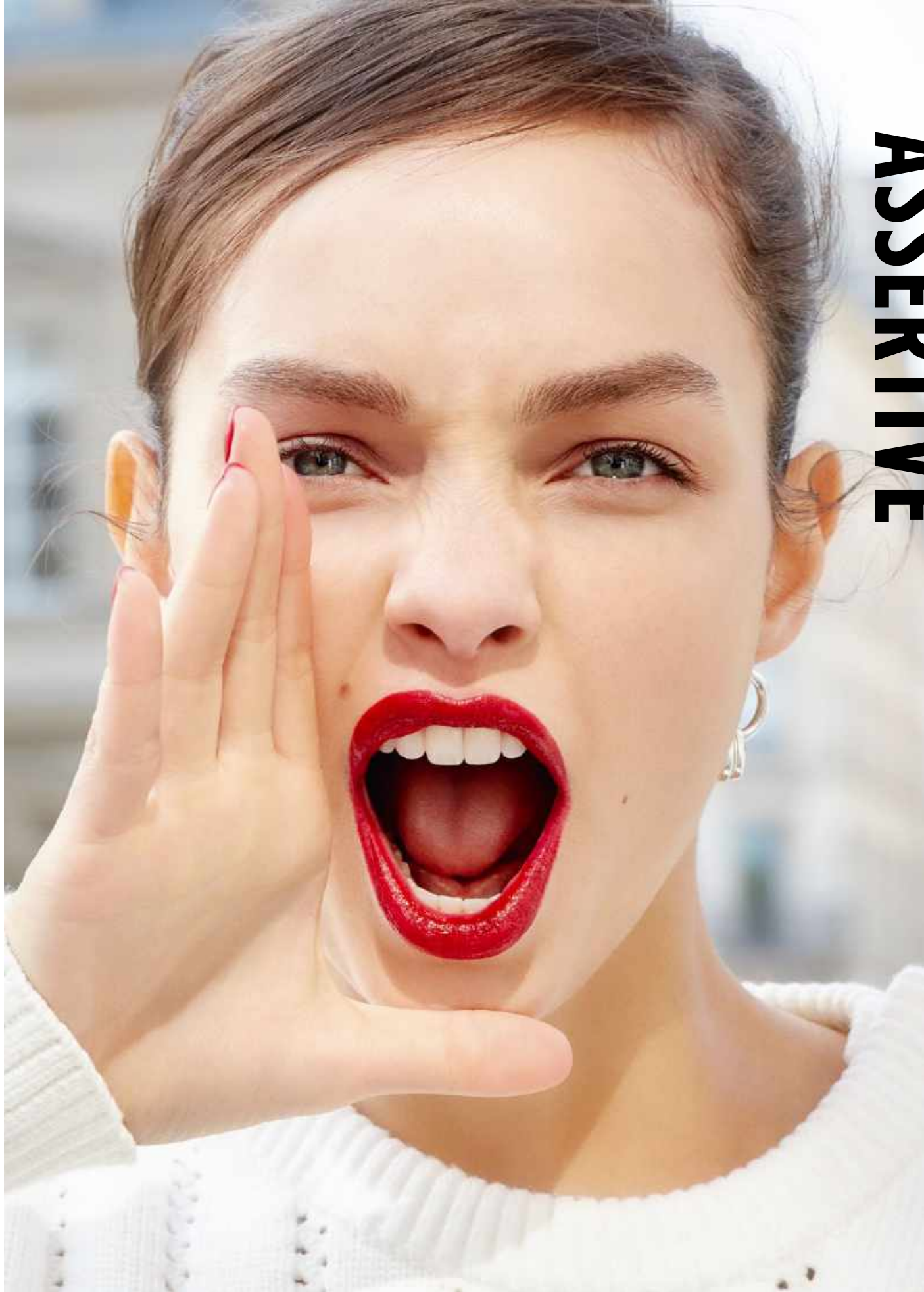
Despite not enforcing a definition of femininity on women, as a brand we do imbue four brand character traits which increasingly resonate with the modern woman.

AUTHENTIC



Demonstrates the genuine conviction of L'Oréal Paris that to be desirable, beauty shouldn't be overdone, but truthful. We want to portray real, genuine women who remain their authentic selves.





ASSERTIVE

Captures the brand's historic attitude inherited from its founding adverts, encouraging women to dare to be themselves.

EMPOWERING



Refers to L'Oréal Paris' overarching ambition to help women feel stronger and more confident. We want women to feel legitimate in whatever they do.



INCLUSIVE

FEMININITY & FEMINISM

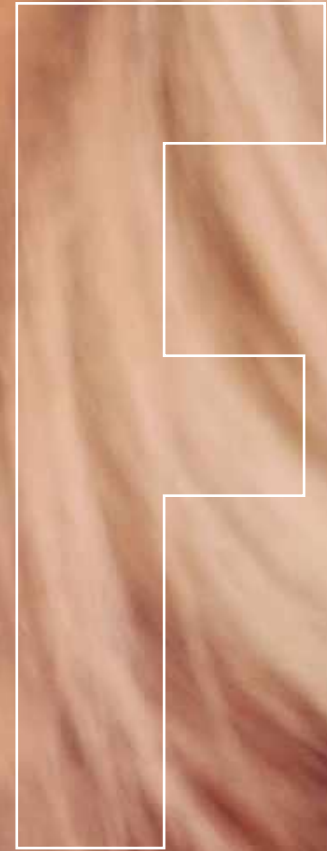
FEMININITY & FEMINISM

Echoes the brand's support of individuality, and its belief that beauty is too diverse to be limited to one type of physique. We want women to feel emotionally supported and we don't dictate what beauty should be.

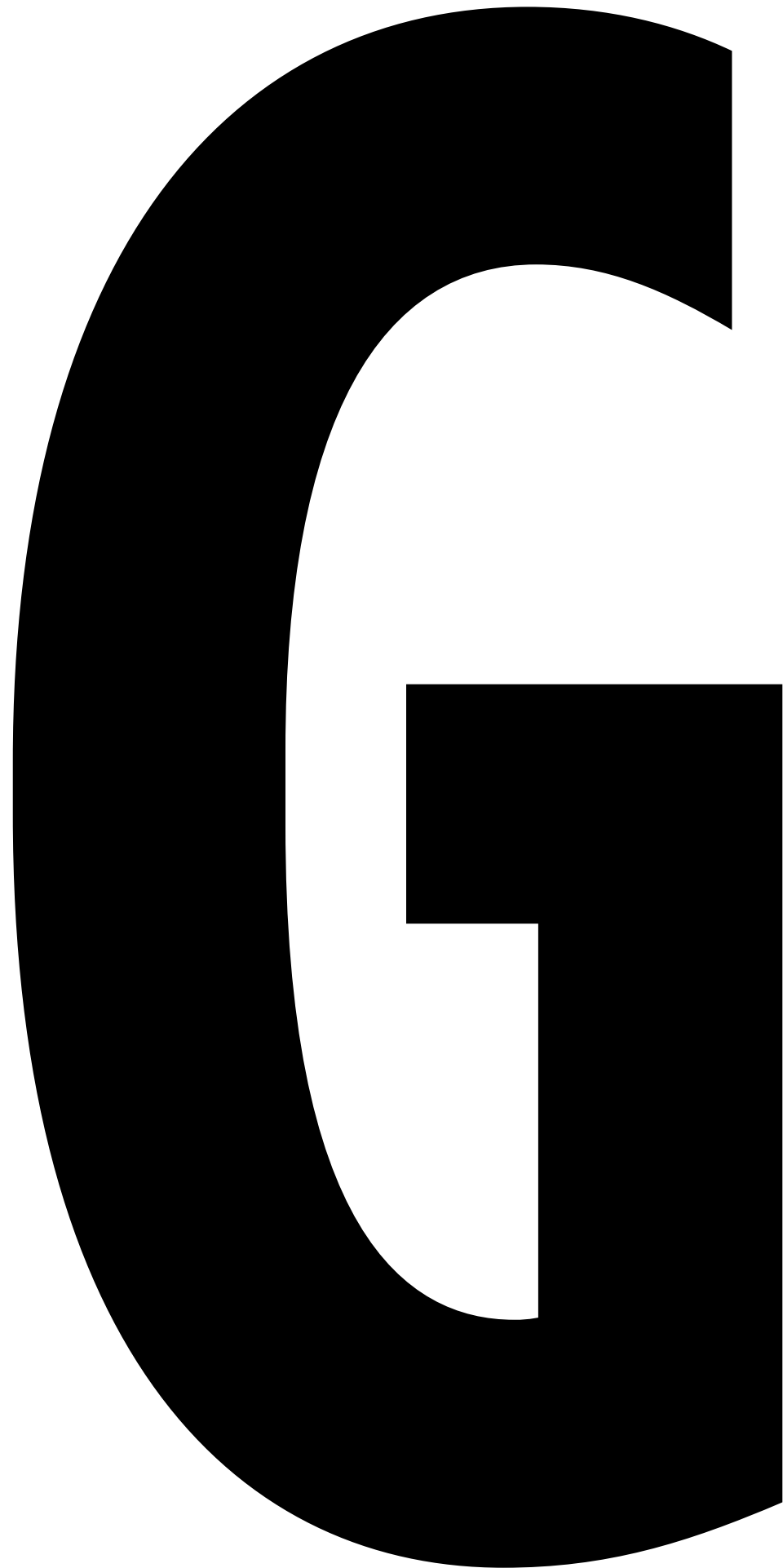


FEMININITY & FEMINISM

FEMININITY & FEMINISM



GLAM SQUAD



GLAM SQUAD

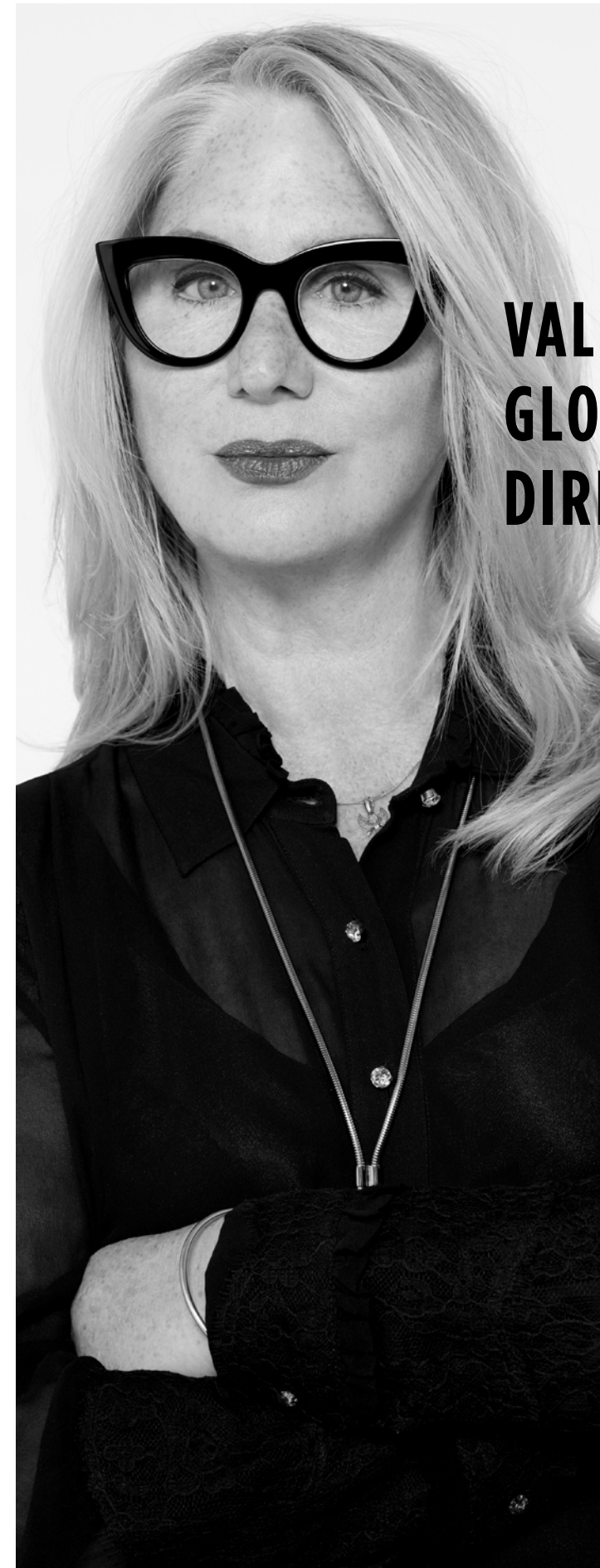


GLAM SQUAD

GLAM SQUAD

GLAM SQUAD

The Glam Squad is a carefully selected, curated group of highly talented specialists in beauty and styling, from hairstylists, make-up artists, wardrobe stylists to nail technicians. Each member should be a leader in his or her respective field. They are true artists in their own right who collaboratively are able to visually interpret the visual codes of each category, whilst upholding the world class, high-end aesthetic of the L'Oréal Paris brand.



**VAL GARLAND :
GLOBAL MAKE-UP CREATIVE
DIRECTOR FOR L'ORÉAL PARIS.**

**“I’VE ALWAYS SAID WE DON’T
NEED TO SPEND A LOT OF MONEY
TO GET BRILLIANT, INNOVATIVE,
SUPERIOR QUALITY MAKE-UP
PRODUCTS AND L’ORÉAL PARIS
PROVES THAT.”**

**“THE BIGGEST CHALLENGE IS ALWAYS TIMING.
SOMETIMES THE FINAL IDEA FOR A HAIR CREATION
COMES TO ME SPONTANEOUSLY WHILE I’M WORKING.”**

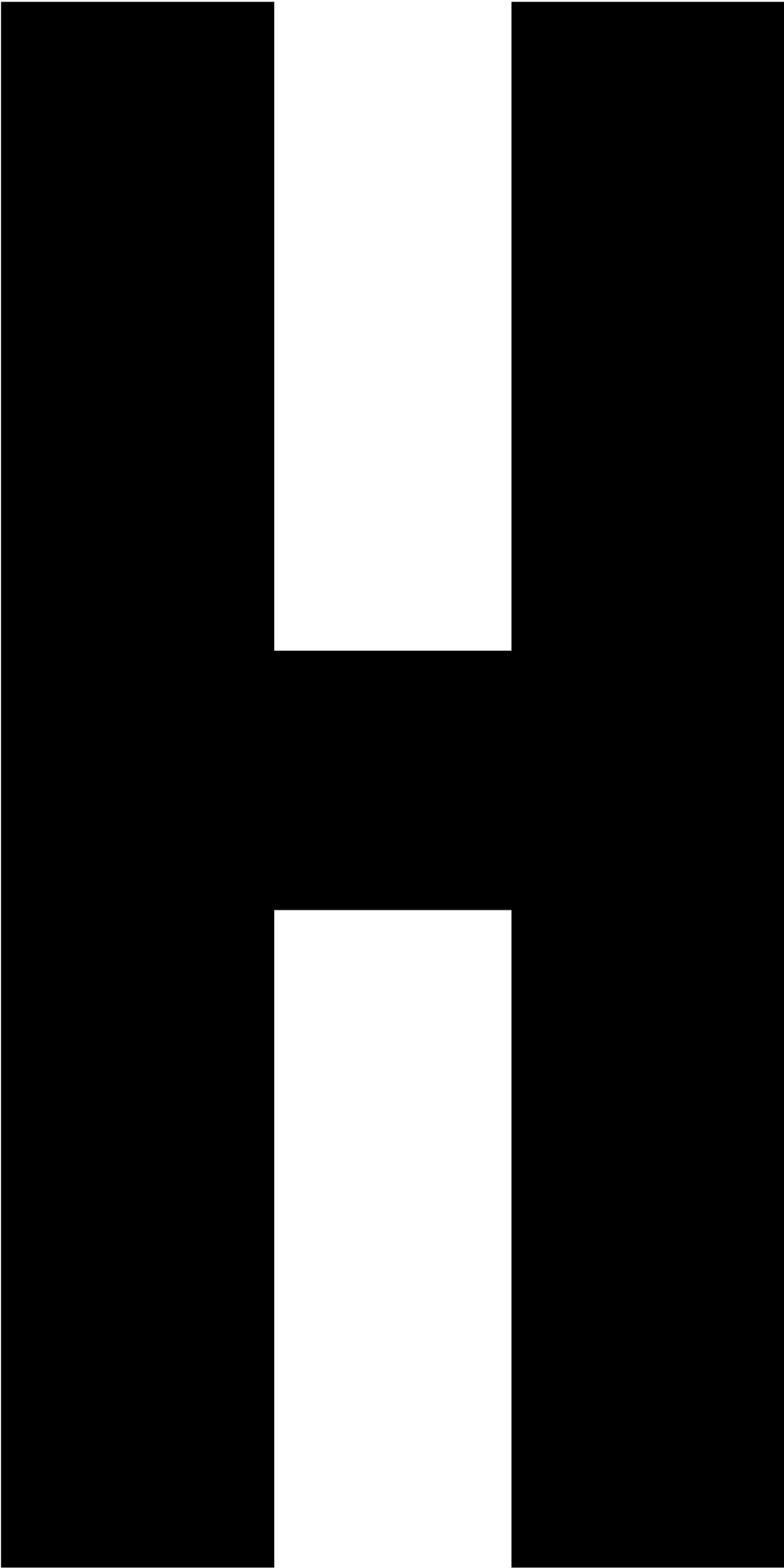
Stephane LANCIEN

STEPHANE LANCIEN : INTERNATIONAL L’ORÉAL PARIS HAIR ARTIST & EXPERT.

Stephane is a true style visionary who has created hair designs on the majority of L’Oréal Paris campaigns as well as tending to the brand’s most notable ambassadors during the Cannes Film Festival. Stephane’s intuitive talent has a huge influence not only on the styling of the individual categories and overall visual aesthetic of the global brand, but as one of the few truly trailblazing artists of the beauty industry.



HERITAGE



HERITAGE

HERITAGE



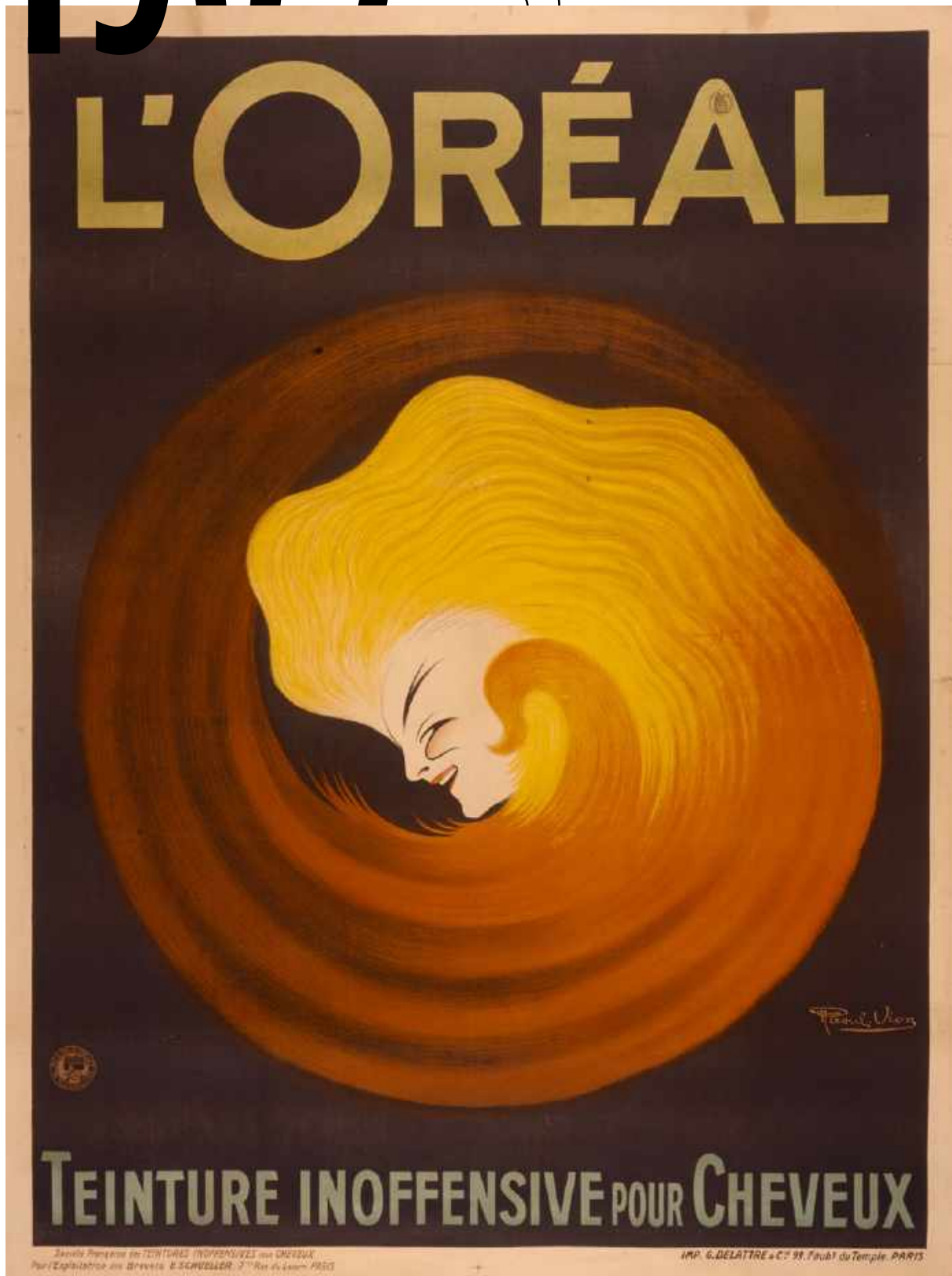
HERITAGE

HERITAGE

THE STORY OF L'ORÉAL PARIS :110
YEARS OF PROGRESS AND COUNTING ...

HERITAGE

1909



1909

L'ORÉAL'S BEGINNINGS: A REVOLUTIONARY HAIR COLOR AND A VISIONARY FOUNDER

The founding of L'Oréal in 1909 coincided with the first stroke of genius from the chemist Eugène Schueller. Women wanted to have short blond hair, embracing the trend for a boyish style. He patented a hair colour formula that – unlike anything else on the market at the time – was perfectly safe to use. Hair colorants were to be the company's focus for the decades to come.

1960-1970'S

INNOVATION AS A DRIVER OF EMANCIPATION

In the Sixties, inspired by Brigitte Bardot, long hair became the trend – wild and sexy or tamed in an up-do. Under Dalle's leadership, the company was in touch with the era, innovating with products that offered the results women wanted without compromising on safety. The launch of home hair-coloring brand Préférence in the 1970's marked a turning point with the creation of the brand's world-renowned tagline, "Because I'm worth it." the first advertising message to highlight the importance of self-esteem.

HERITAGE



HERITAGE



80'S

1980-1990'S

HELPING WOMEN FACE THE WORLD WITH CONFIDENCE

As more women continued to take on roles in the public sphere and the workplace in the 80's, L'Oréal Paris offered them make-up and skincare products to help them face the world feeling good about themselves and stay looking young.

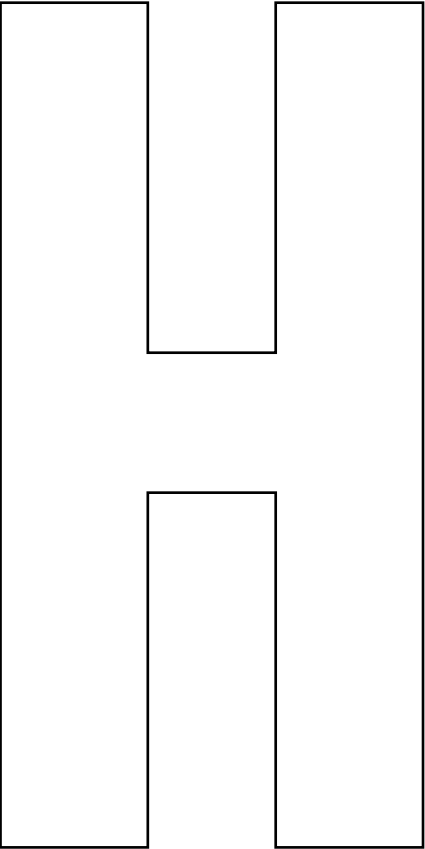


2000's

2000'S

THE TURN OF THE
MILLENNIUM: NEW FRONTIERS

The turn of the Millennium heralded a new era for L'Oréal as it accelerated its expansion to new markets, segments and distribution channels and began to embrace the sustainability challenge. L'Oréal Men Expert was born, the first mass-market anti-aging line for men, and the brand embraced the digital opportunity well ahead of its competitors, constantly innovating to stay in tune with the times and accompany consumers' changing lifestyles and needs.





INCLUSIVITY

INCLUSIVITY

INCLUSIVITY



INCLUSIVITY

INCLUSIVITY

WE CELEBRATE THE UNIQUENESS OF EVERY WOMAN

INCLUSIVITY

INCLUSIVITY



We believe that there is no 'one size fits all' vision: beauty is universally unique. Inclusivity is a fundamental pillar of L'Oréal Paris' positioning. The brand has a universal vocation: aspiring to stand by every woman – no matter her skin color, age, religion, sexual preference, social background, etc.

Our instinct to be inclusive is not only demonstrated by the ages and origins of our beautifully eclectic dream team of ambassadors, but also by our product offering. For over fifteen years True Match has pioneered diversity within the make-up category. Today, our pillar foundation is proud to offer our widest shade selection, covering 90% of all skin tones.

A SPECTRUM OF FOUNDATION SHADES TO REFLECT EVERY WOMAN'S SKINTONE.

INCLUSIVITY



INCLUSIVITY



INCLUSIVITY

Age Perfect skincare and make-up is tailored specifically for mature skin needs of women aged 50 and older. As a brand we are committed to breaking down barriers, giving everyone a face, and voice.

INCLUSIVITY



INCLUSIVITY

Each of our products is tested on a wide diversity of skin colors, skin types, hair types and age groups. Focusing on skin health with the best and safest dermatologically tested ingredients and working in partnership with an international board of dermatologists, we intend to go even further in the future, testing our products with a broader panel of consumers to offer superior formulas to each and every woman.

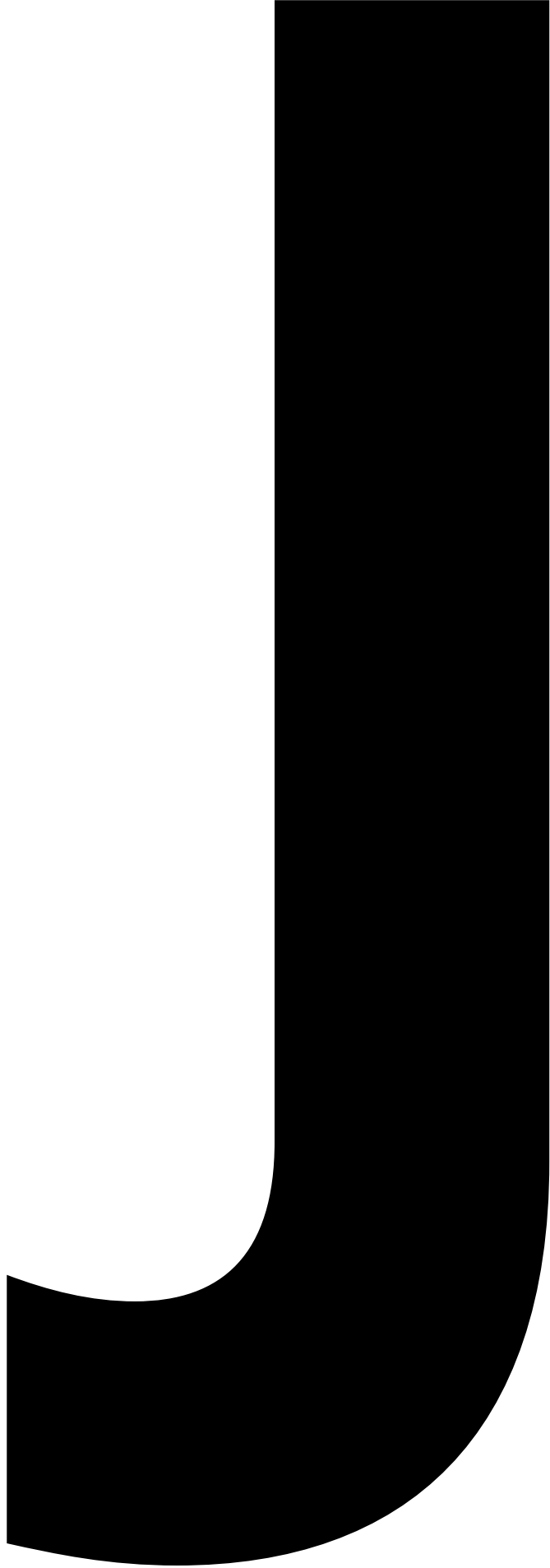
THERE IS NO ‘ONE SIZE FITS ALL’

INCLUSIVITY IS NOT A TREND.



INCLUSIVITY

INCLUSIVITY



JOY



JOY

JOY



JOY

JOY

JOY



JOY

There's nothing quite like the feeling of sheer joy of unfurling a new Color Riche lip shade, or the spring in your step from the freshly colored glossiness of a Casting creme Gloss haircolor. Beyond the functionality and performance of our products, we strive to evoke an emotion with the consumer. We hope to create something sensorial, joyful for her. To bring a little color, aroma and wonder into her life everyday. Which is why when it comes to making her smile, we take it very seriously.

JOY

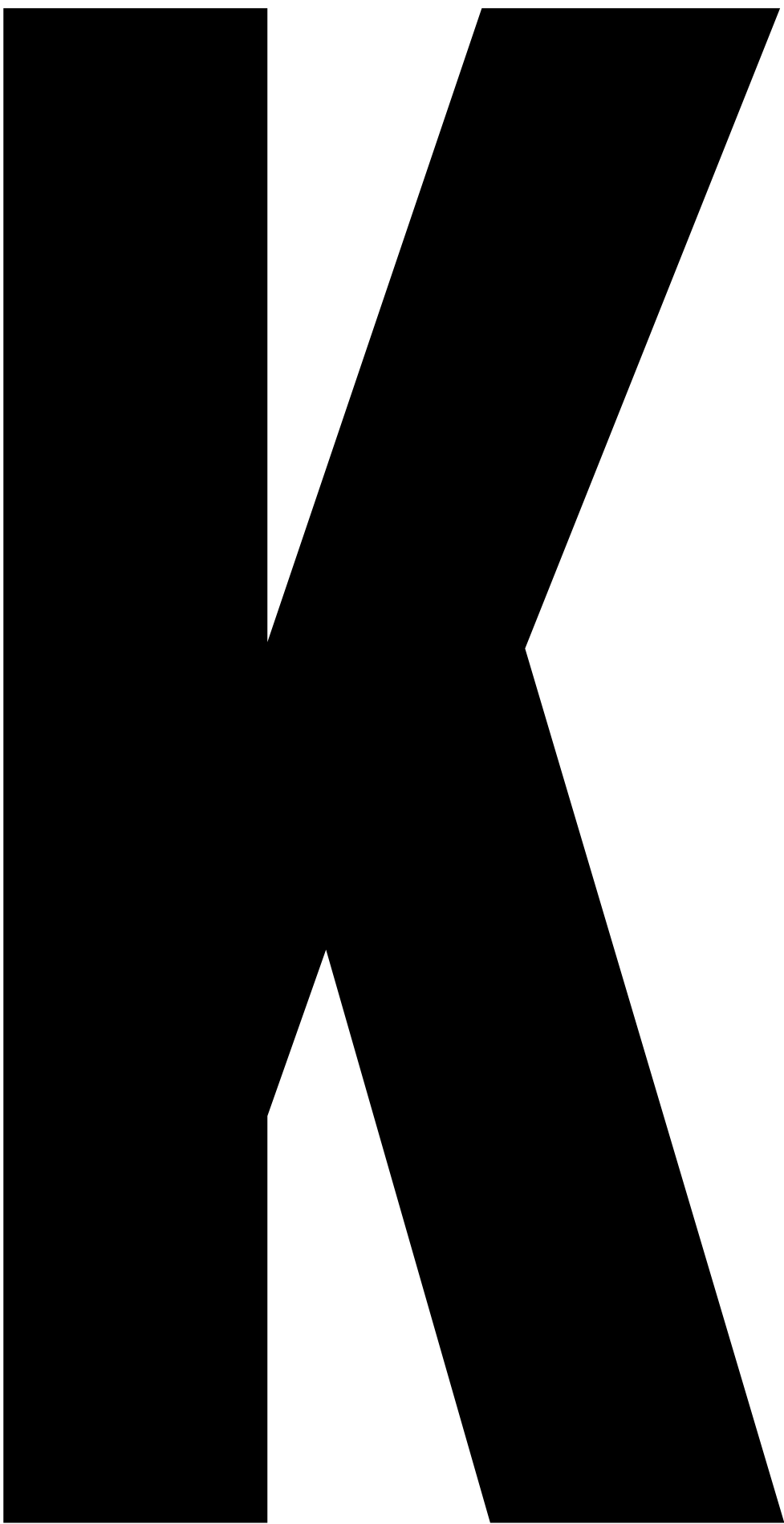


JOY

JOY

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KNOWLEDGE



KNOWLEDGE



KNOWLEDGE



KNOWLEDGE

KNOWLEDGE

WHEN SCIENCE MEETS DATA, BEAUTIFUL THINGS HAPPEN

KNOWLEDGE



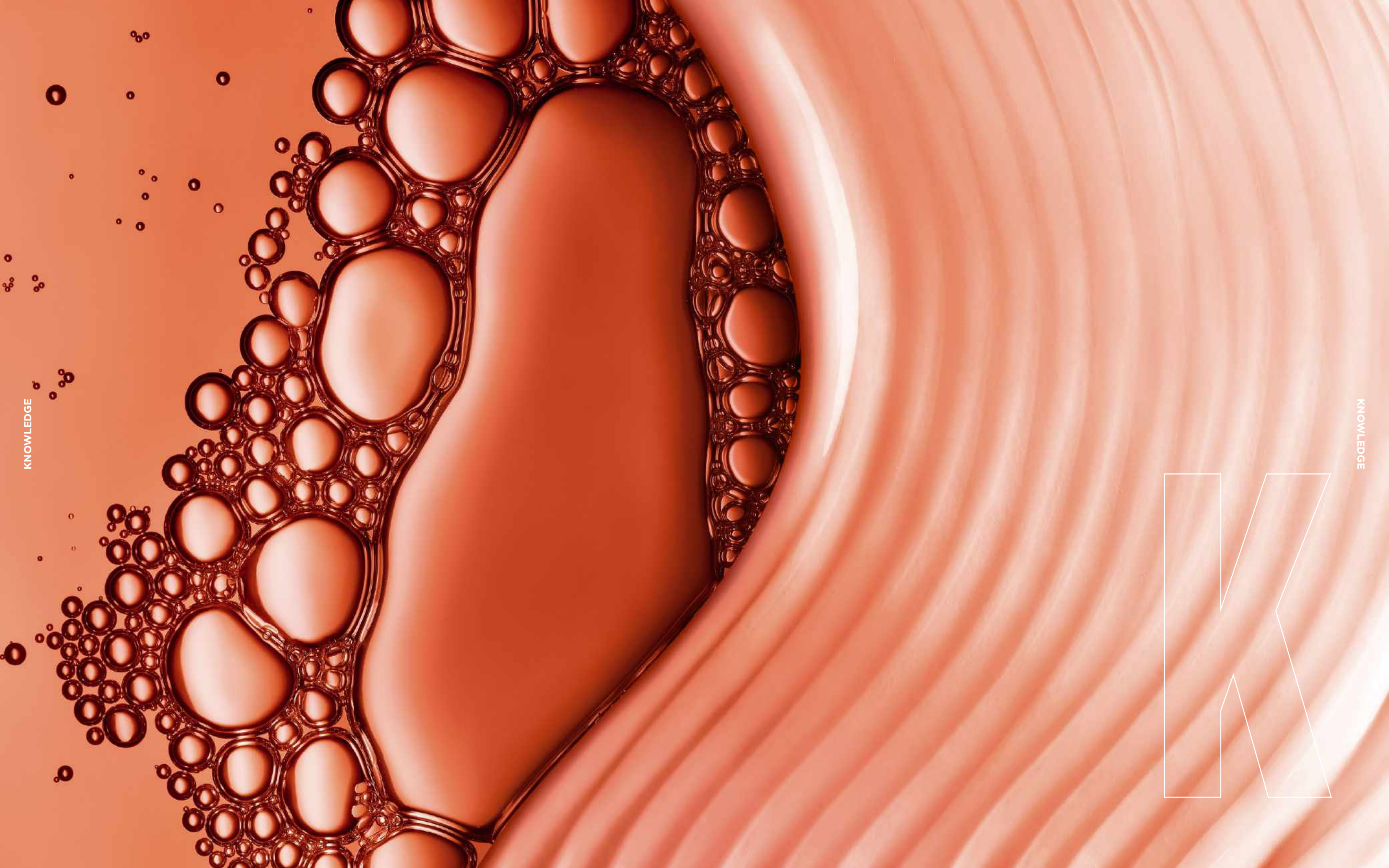
Originally founded by a chemist, scientific endeavor has always driven L'Oréal's thinking and expertise. Our 4 000 scientists in 21 research centers around the world work hand-in-hand to deliver state-of-the-art formulas based on proven results. More than a hundred experts are specialized in product safety and efficacy alone, and all our formulas are screened to ensure that the diverse ingredients work in harmony and are used in safe quantities.



Creating tools to measure the performance of any scientific advance is crucial. That is why L'Oréal has developed Skin Atlases of all ethnicities, to objectively compare the effects of products and treatments. Each product is tested on a wide diversity of skin and hair colors and types and among different age groups.

Thanks to such data and knowledge, we can promise tried and tested results and truly superior efficacy, and it is thanks to this transparent, human vision of science that we have built the trust of consumers over the years and continue to do so.



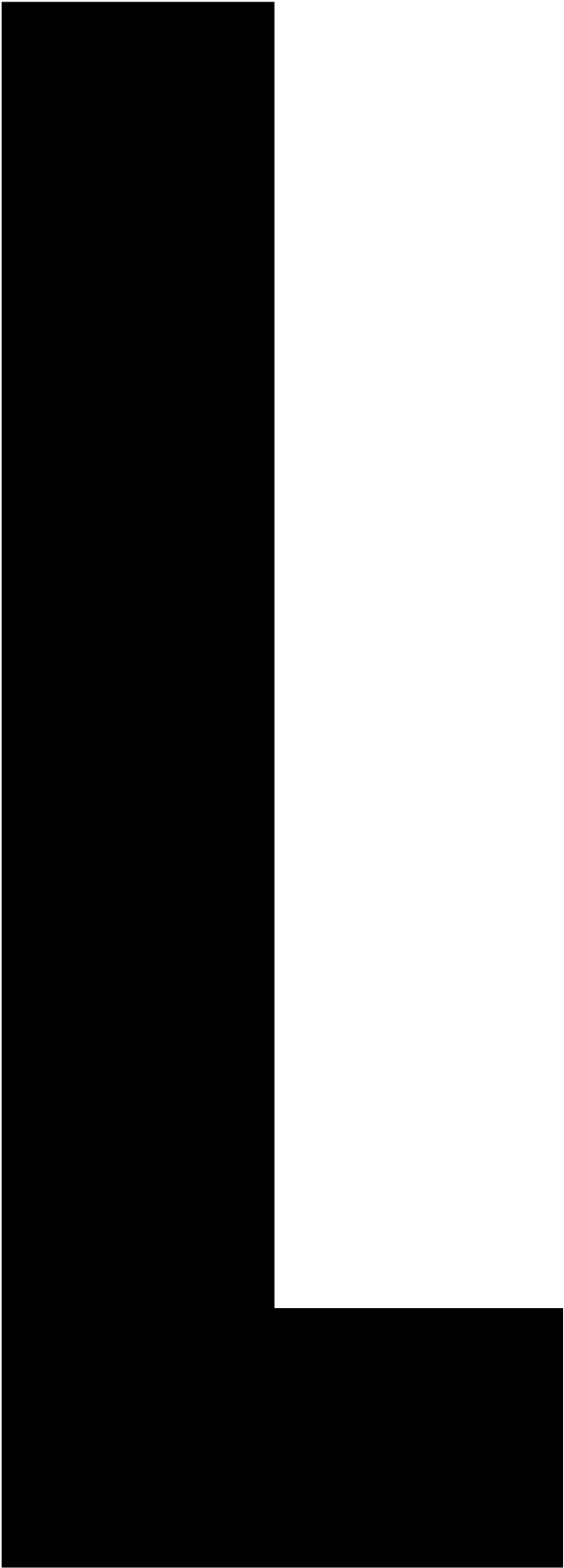


KNOWLEDGE

KNOWLEDGE



LOVE BRAND





LOVE BRAND

LOVE BRAND

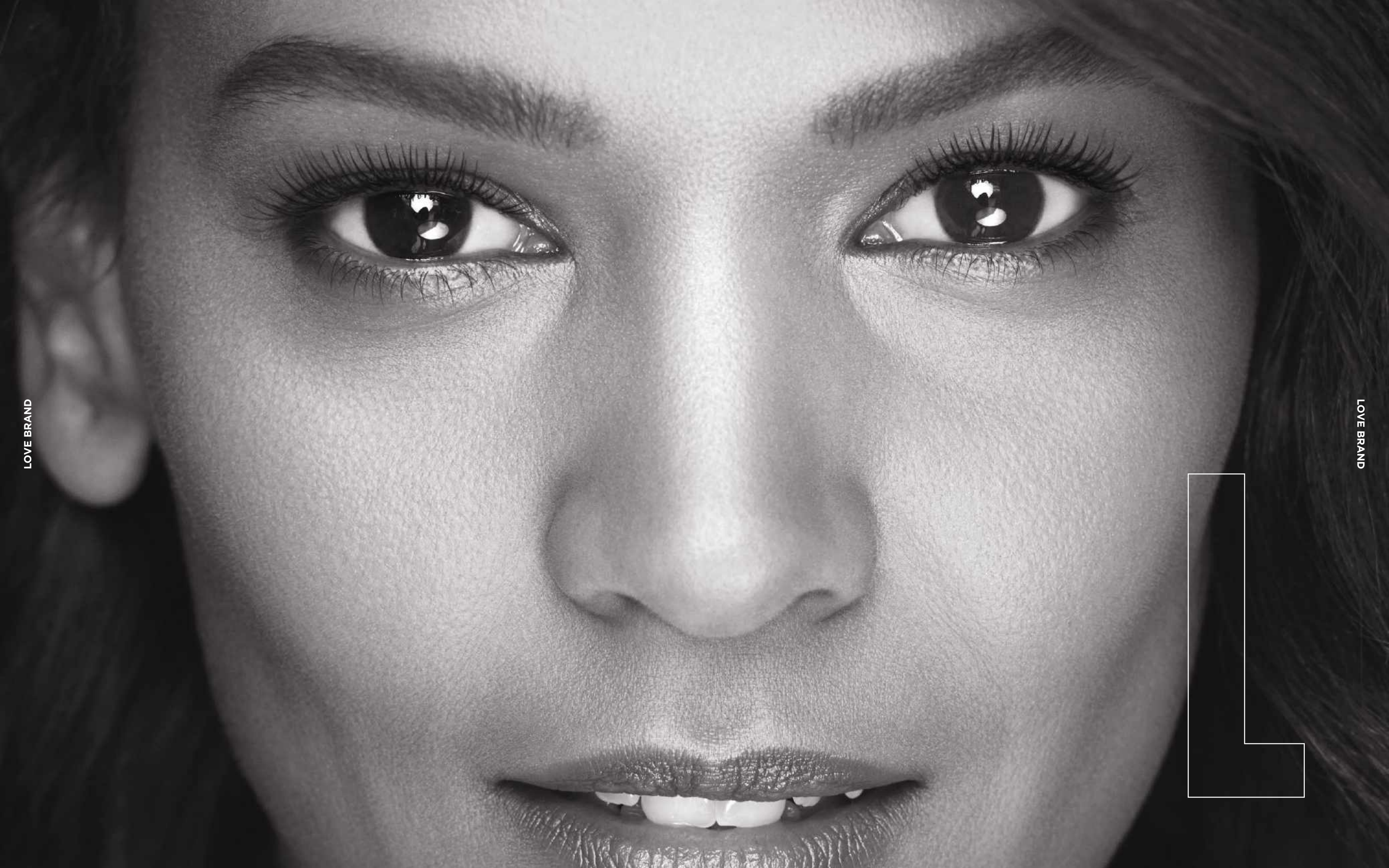
LOVE BRAND



FOR L'ORÉAL PARIS, PROVIDING BEAUTY PRODUCTS IS NOT AN END IN ITSELF

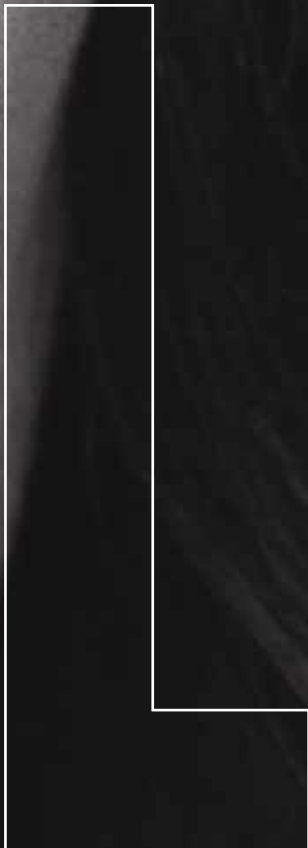
It is a way to help people feel more **beautiful** and **self-confident**, by generously providing them with the most effective, innovative products, developed using the most advanced science. But L'Oréal Paris has also been committed to building world that is safer for women, by creating the Stand Up against street harassment program, and more sustainable for everyone, by engaging a journey towards zero net carbon emissions.



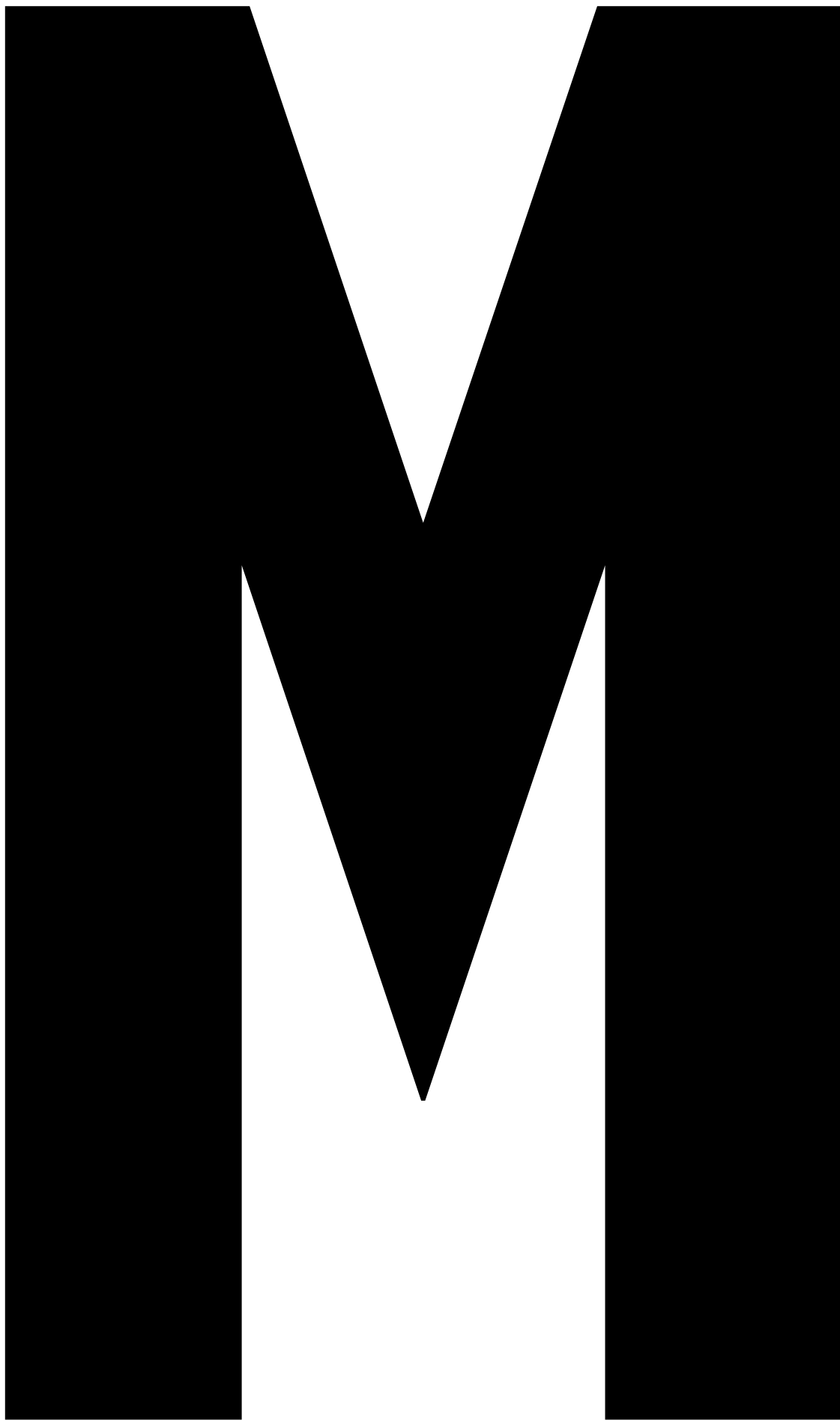


LOVE BRAND

LOVE BRAND



MISSION



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MISSION

GIVE POWER TO WOMEN

Empower every woman through pionnering products and services.

MISSION



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NO COMPROMISE



NO COMPROMISE

NO COMPROMISE

NO COMPROMISE

NO COMPROMISE

AS A MEGA BRAND WITH A STRONG INFLUENCE AROUND THE WORLD
WE HAVE A GREAT RESPONSIBILITY NOT TO COMPROMISE

NO COMPROMISE

NO COMPROMISE ON:

- high quality and accessible price
- high efficacy and total safety
- deep product testing without animal testing
- high femininity and strong feminism
- creating new products without spoiling the planet

COMPROMISE IS NOT IN OUR VOCABULARY. YOU
WON'T FIND IT UNDER THE LETTER C IN THIS
BOOK.





NO COMPROMISE

NO COMPROMISE

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ONE BRAND ONE WORLD

ONE BRAND ONE WORLD

WE'RE WORTH IT

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L'ORÉAL PARIS

ONE BRAND ONE WORLD

ONE BRAND ONE WORLD

ONE BRAND ONE WORLD

BEING A MEGABRAND, MEANS SUPPORTING ITS PURPOSE
RELENTLESSLY AND GLOBALLY

ONE BRAND ONE WORLD



ONE BRAND ONE WORLD

ONE BRAND ONE WORLD

Now more than ever before, as a leading brand that carries the name of the world's biggest beauty group, L'Oréal Paris has a role to play in removing the barriers between women and their ambitions, addressing the challenges facing humanity, setting an example and driving sustainable beauty with the latest scientific advances and innovations so that future generations can continue to thrive.

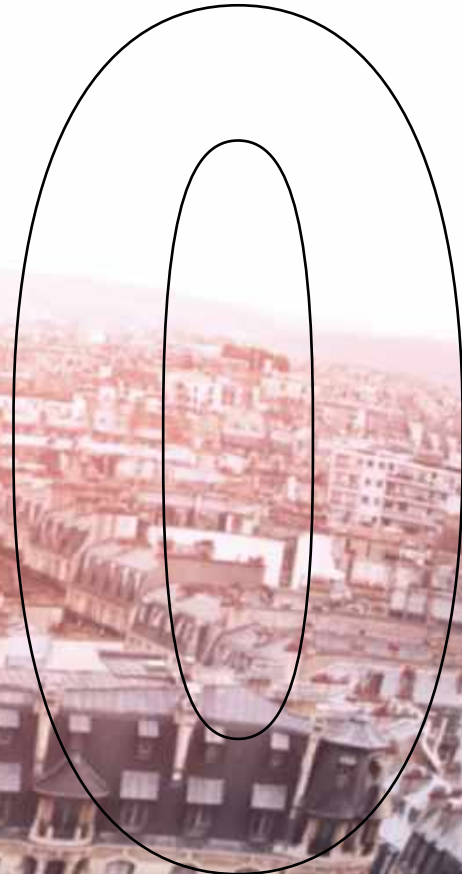
BEING A MEGA BRAND, MEANS WORKING TOGETHER

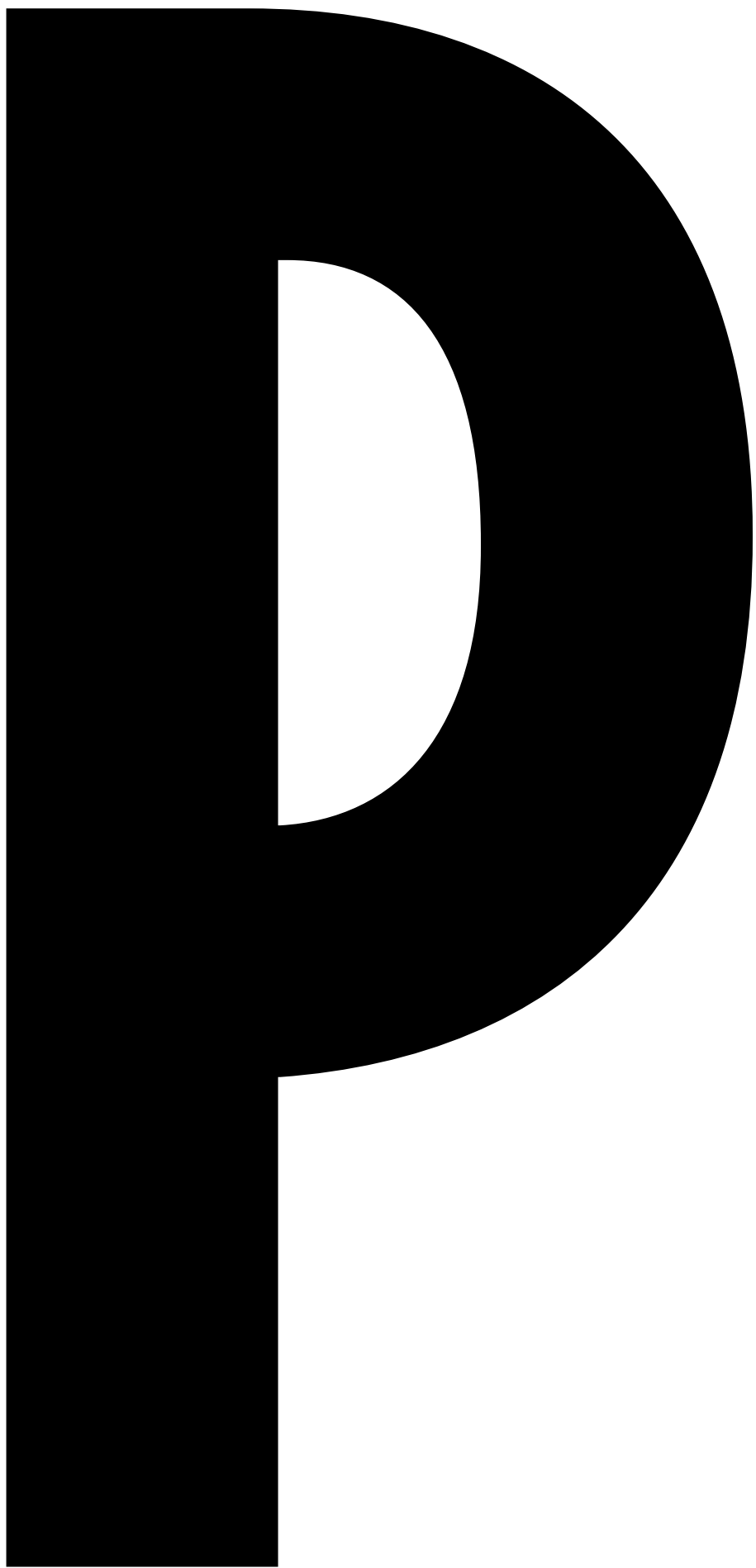
To build L'Oréal Paris as a true mega brand is a responsibility which should be shared by everyone who touches the brand. Together we can elevate L'Oréal Paris to become one of the most consistent and meaningful mega brands in the world.

ONE BRAND ONE WORLD



ONE BRAND ONE WORLD





PARISIAN HERITAGE

PARISIAN HERITAGE

PARISIAN HERITAGE

SHARING THE ESSENCE OF TIMELESS PARISIAN BEAUTY

PARISIAN HERITAGE



PARISIAN HERITAGE

PARISIAN HERITAGE

As an icon of French beauty all over the world, we embody that famous French *je ne sais quoi*, a vision of beauty ; effortlessly chic. A feeling of self-confidence, by empowering women to take control of their lives and face the world. We share a vision of style and continuous innovation with an audacious tone of voice and a cosmopolitan look, deeply rooted in the heritage of Paris. Even the pronunciation of L'Oréal Paris eludes to a uniquely French idiosyncratic touch.

The brand is strongly linked to the Parisian universe, even in our photography. Paris, at once historical, modern and timeless, seduces the whole world, and we strive to capture a Parisian spirit recognizable by all. We love the symmetry and monumental graphic setting of monuments, the effusion of cosmopolitan life, whose shapes and textures we treat like Haute Couture. The Parisian vision that we unveil is a way of demonstrating our provenance as a French beauty brand with art and the finest craftsmanship.

Our French heritage is essential to our DNA, a vision we express on the world stage with our participation in the most glamorous events, projecting Parisian excellence and French diversity across the globe. We continue to perpetuate this tradition of elegance and chic, through collaborations with some of the great names on the Parisian scene and modern icons of Parisian spokespeople. Our communication highlights an authentic Paris setting with women as powerful, free and irreverent Amazons. These audacious Parisian spirits invite us to explore, reinvent and above all to free women to rewrite the rules.

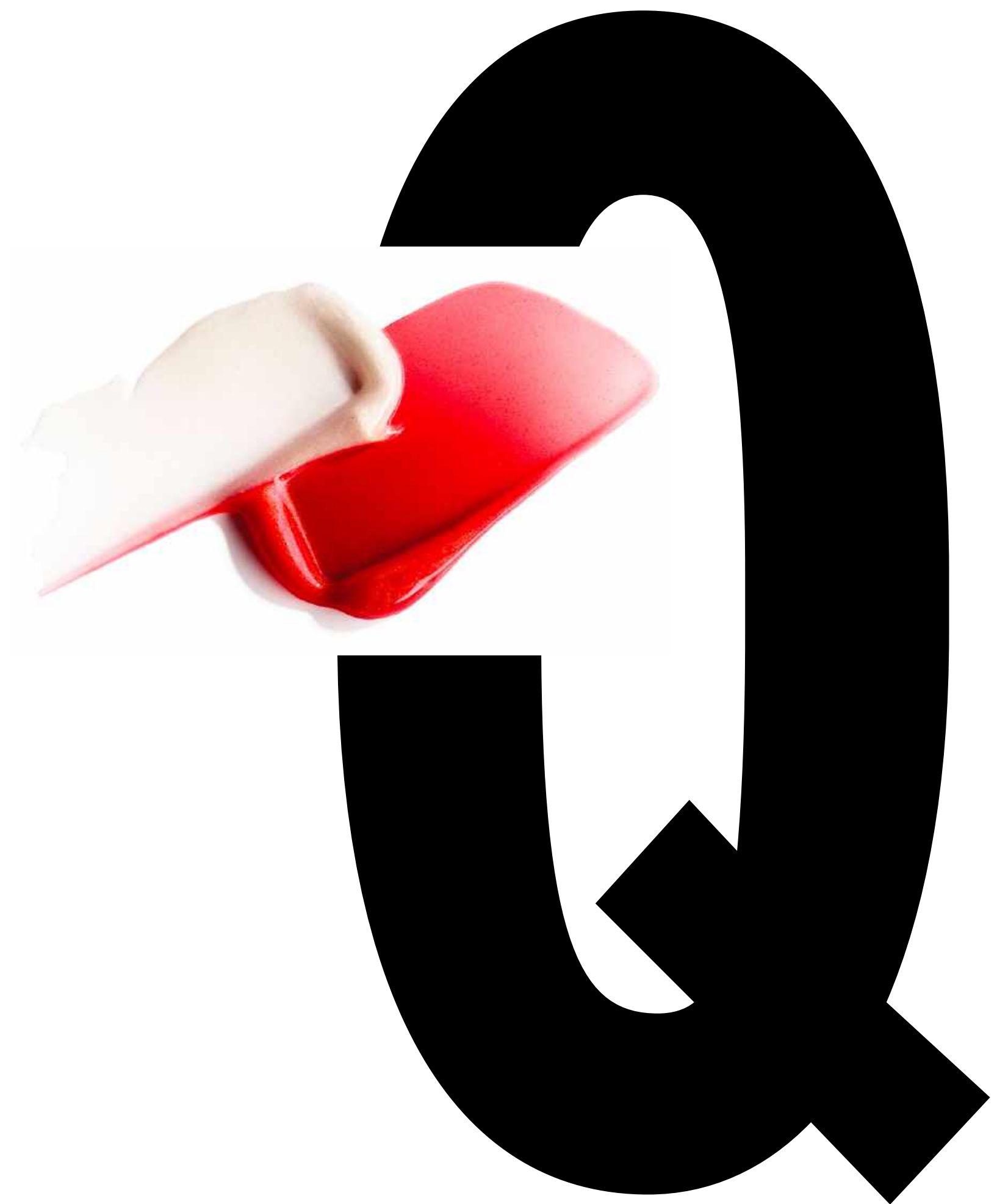




PARISIAN HERITAGE

PARISIAN HERITAGE

QUALITY



QUALITY



QUALITY

QUALITY

QUALITY

THE SUPERIOR QUALITY OF OUR PRODUCTS

QUALITY

Each product must deliver strong evidence of its performance, safety, quality and superior efficacy. Methods include in-vitro and in-vivo tests, instrumental biophysical methods and clinical tests by independent experts.

The realization of each formula involves the careful selection of actives and ingredients, perfectly combined to ensure safety and the efficacy of products. Before a formula reaches the store, more than 100 different experts will have been involved in its creation. When we are sure we have reached a maximum level of security, they are then tested by independent dermatologists. Each formula is tested for tolerance on all skin types, including sensitive skin, under dermatological control with a minimum of 600 applications.

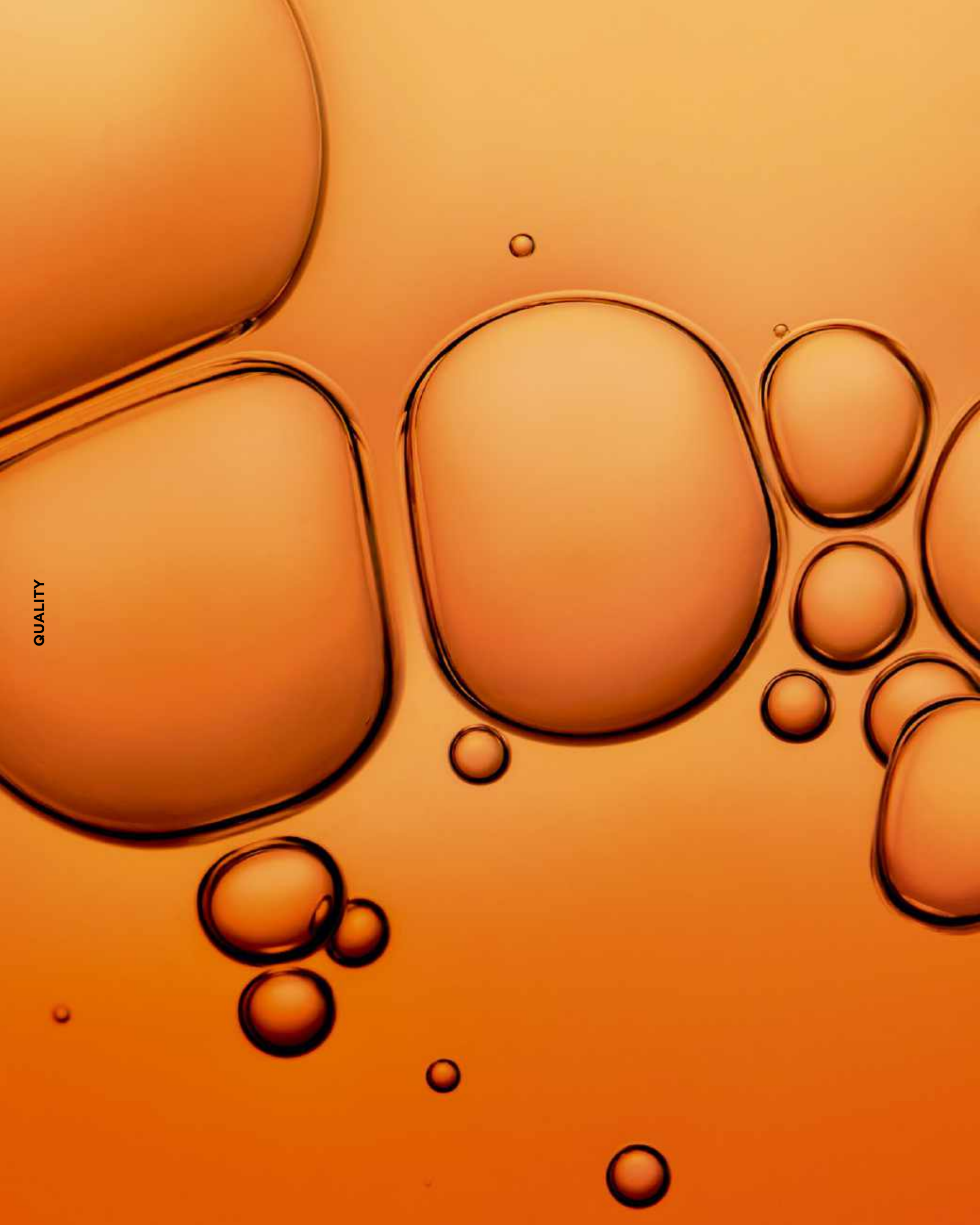


QUALITY



QUALITY

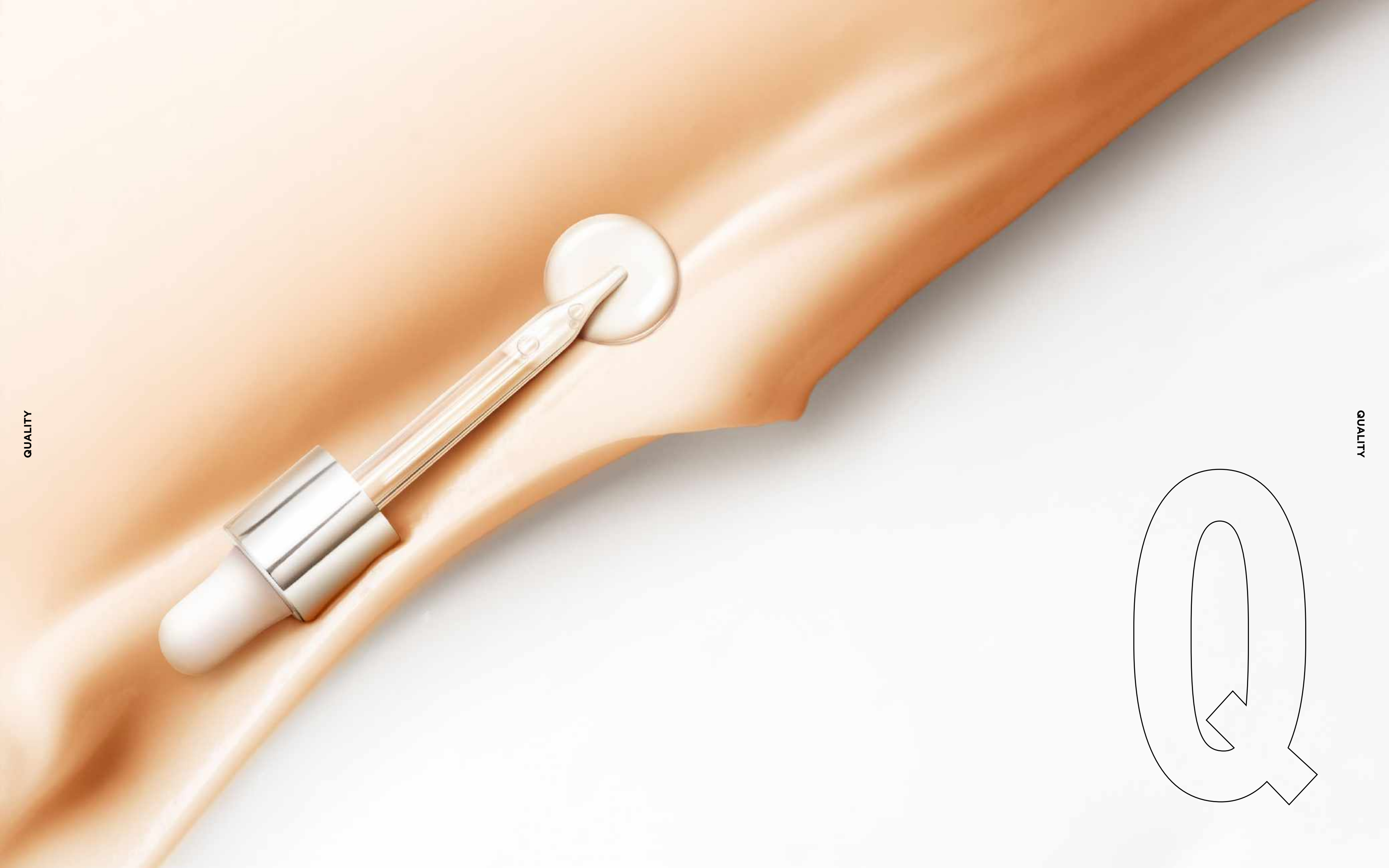
As the most widely distributed beauty brand in the world, it is our responsibility to ensure our products are not just safe, but are free from any potential problem, however minor. Transparency is a major focus, as we need to ensure that ingredients do not merely conform to quality standards, but also that they are manufactured under the right conditions. Our glycerin is 100% plant-based, our mineral oils are pharmaceutical grade, and our preservatives are first and foremost selected and dosed to protect the skin.



We are continuously improving ingredients within our formula portfolio as we strive to make our products more effective and sustainable.

We eliminated controversial ingredients (e.g. parabens), moving beyond regulation (such ingredients were still authorized by European regulations) to raise the bar for product safety. We decreased the amount of mineral oils in our skincare by 40% to decrease our use of petrochemicals. As part of our commitment to protecting the environment and the oceans, we also removed microbeads from our formulas two years ahead of legal requirements.

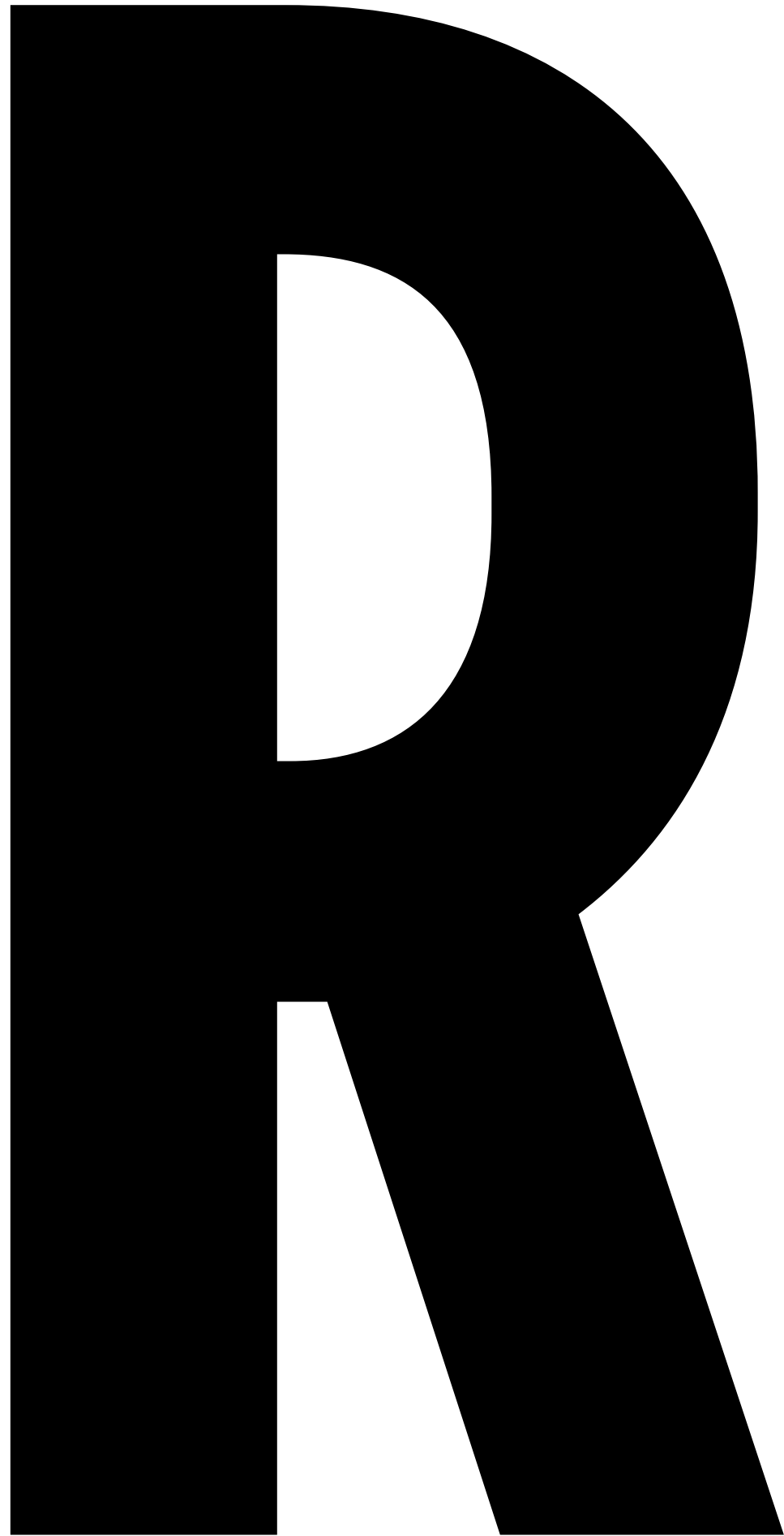
QUALITY



QUALITY

Q

RETAIL



RETAIL

RETAIL

L'ORÉAL PARIS



WE EMPOWER THE CONSUMER CHOICE

RETAIL

As a mass market beauty brand, the future of consumer behaviour and mass retail experience is closely linked with our own destiny.

To future-proof our brand it's crucial we co-construct and evolve what the future of retail looks like with our partners in mass retail. The industry is seeing seismic shifts from physical to digital, from mass retailing to self-service. Creating more shopper experiences is now a key part of our strategy.

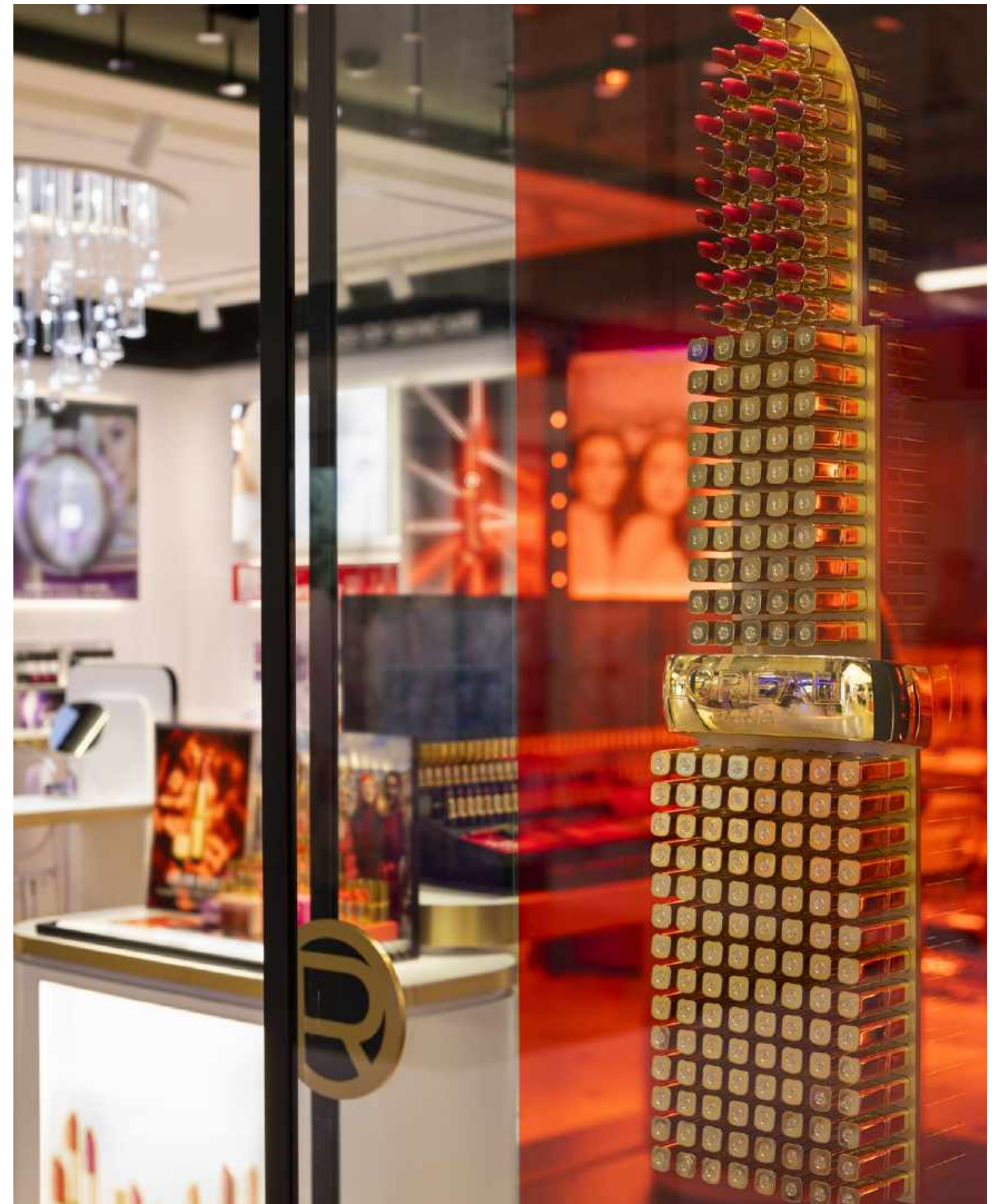
Access to the shelf through visible POS displays, a precise colour coding to signpost categories, the battle for shelf product positioning and creating best in class merchandising stands, are all strategic key points for business growth. The second direction we need to take with retail is self-service.

Our virtual try-on platforms are perfect opportunities to bring more experiential value into the consumer journey as we navigate them to our shelves. Several markets have already created Pop-up Stores, such as China, opening La Maison L'Oréal Paris last year. These pioneering retail activations are key tools in mastering the new dynamics of consumer engagement.

As L'Oréal Paris evolves into a more consumer centric brand, e-commerce plays an ever increasing, strategic key role.

The evolution goes far beyond the perfect content activation, educating and guiding users to purchase, but also to deliver the most innovative online offering using the most advanced and efficient behaviours. The brand is reinventing itself from the inside out, addressing consumers needs by improving the way products are created, shipped and delivered, ensuring a seamless consumer experience.

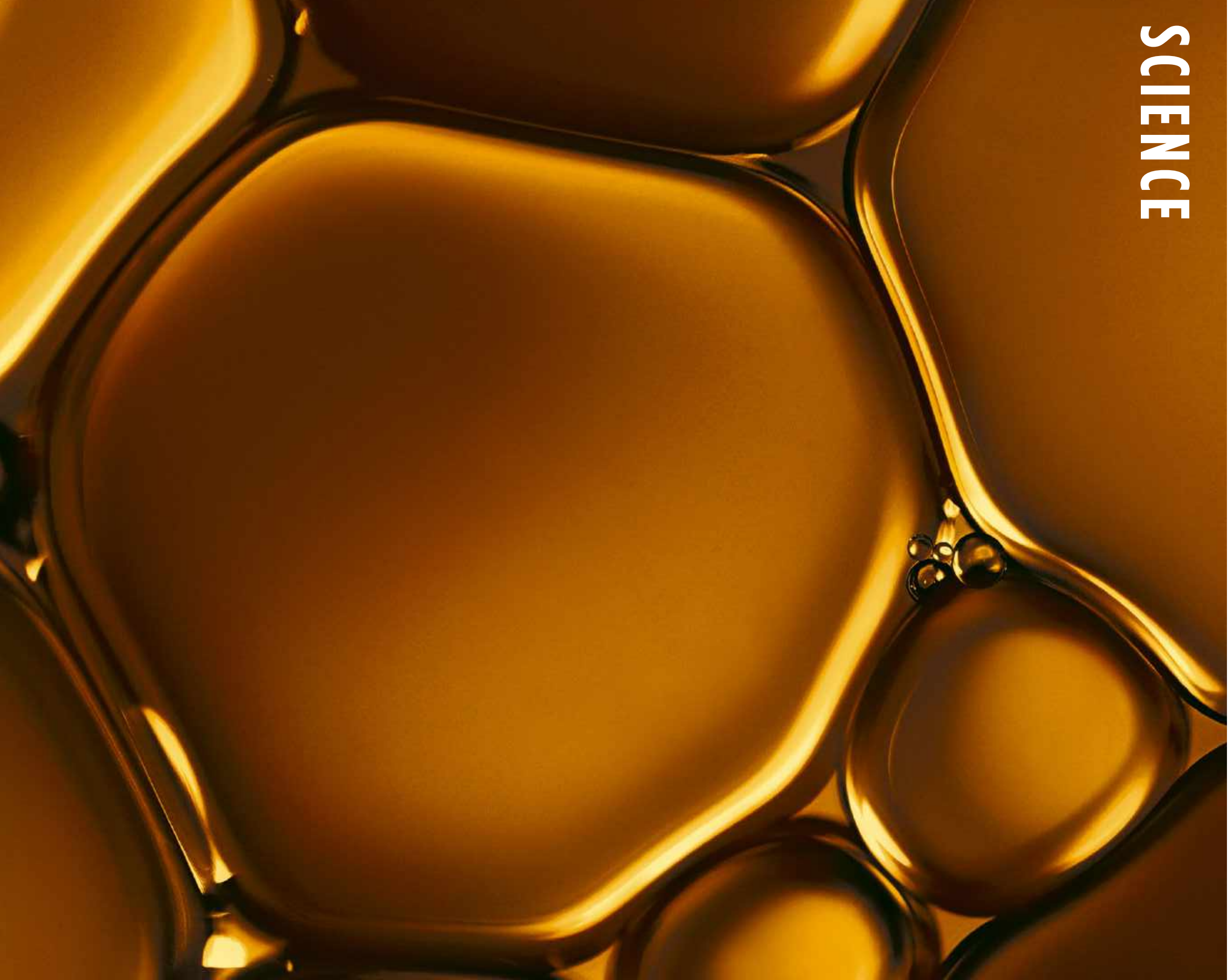
All these efforts are combined with the strength and expertise of the local supply and commercial teams, who are instrumental in building the brand image on crucial e-commerce platforms and driving strong business growth.



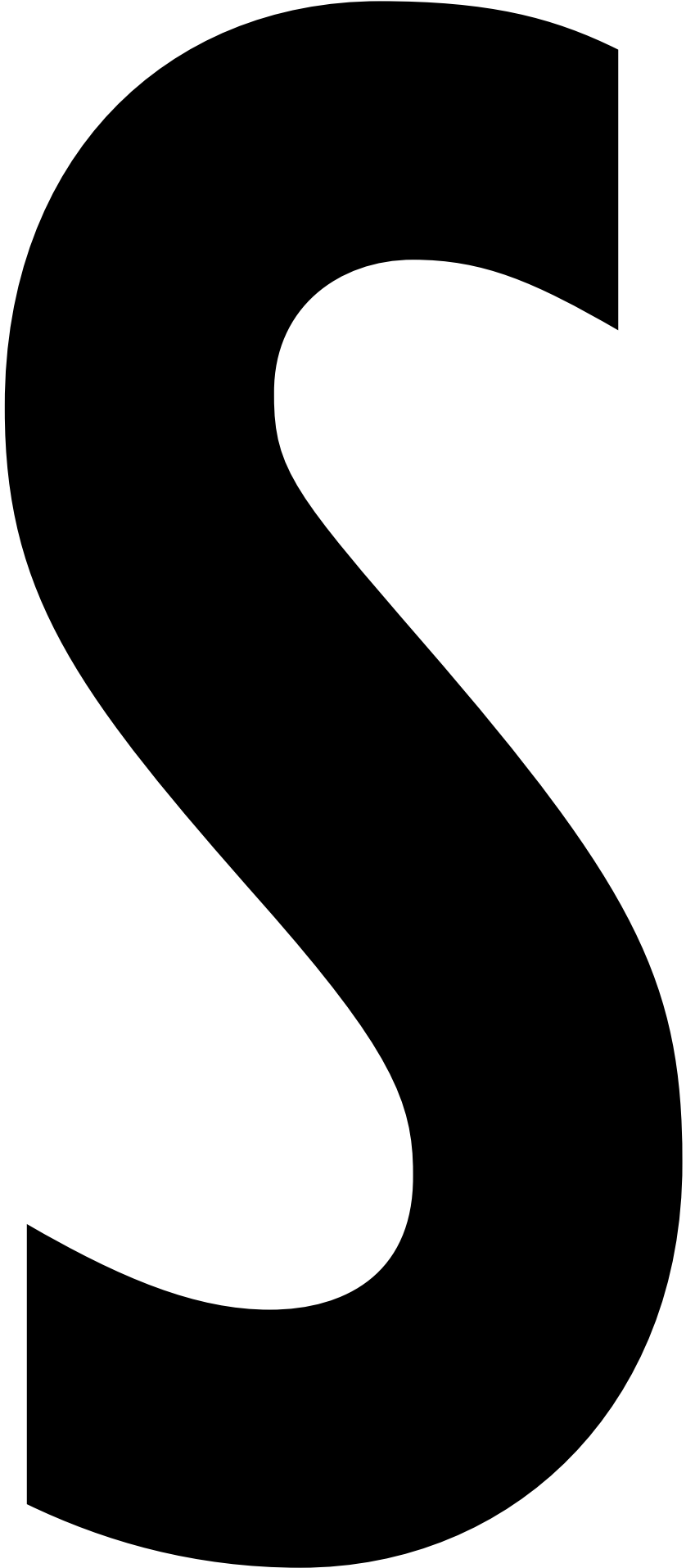
RETAIL



RETAIL



SCIENCE



SCIENCE

SCIENCE

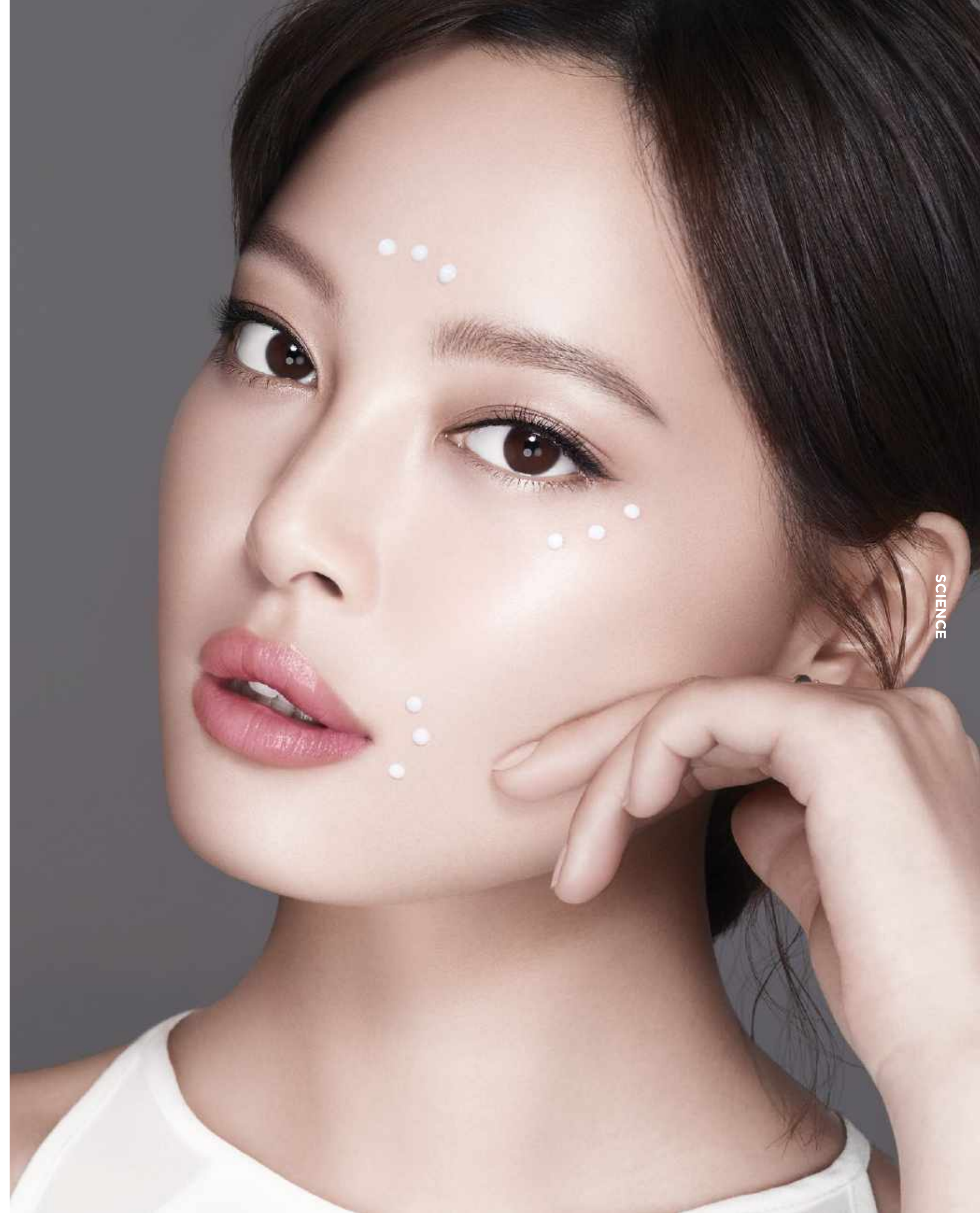
SCIENCE

SUPERIOR EFFICACY PROVEN BY PIONEERING SCIENCE

Our mission starts with Pioneering Science. The superior efficacy of our formulas has been tried and tested and is backed up by a wealth of data built up over the years to deliver visible, proven results. This is at the heart of everything we do and have been doing since L'Oréal's creation more than 110 years ago.

The superior efficacy of L'Oréal Paris Make-up, Skincare, Hair care, Hair color and Men's products is the fruit of state-of-the-art science, developed by our teams of 4,000 researchers in 21 research centers around the world. Thanks to this extensive network, we are able to deliver measurable results-based innovations rooted in science at scale, offering each and every woman in her individuality visible, proven results.

In the L'Oréal Paris laboratories, our passionate teams of scientists – biologists, pharmacists, biochemists and chemists – work together to perfect our products.





THE SUPERIORITY OF OUR INGREDIENTS

We take our ingredients very seriously and are committed to being completely transparent with our consumers, so they know our revolutionary products are both safe and effective.

The scientific adventure is that L'Oréal Paris has always been about delivering high-performing products, backed by proprietary active ingredients and based on groundbreaking innovation.

Take a closer look at some of these lab stars

Retinol: 22 years after our 1st creation of Nano capsules of retinol, comes Pure Retinol - the dermatologist's anti-aging gold standard active. Thanks to our unique high stabilization technology, a pure form of vitamin A acts as an epidermal stimulator which helps thicken the living epidermis and boost dermal fibers. In doing so, the appearance of fine lines and wrinkles are reduced.

Hyaluronic acid: We selected a specific association of biotechnologically sourced hyaluronic acids, of different sizes and shapes, to allow both surface and deeper moisturizing action in the epidermis.

Ceramide R: Our exclusive patented Ceramide R is biomimetic to Ceramides 2 and 5 classes capable of both repairing and relaunching the synthesis of the body's own lipids. They are used in hair care to smooth hair scales, as well as in skin care and nail care.

Pro-Xylane: This exclusive molecule inspired by sugar chemistry targets specific cellular receptors to help trigger epidermis repair. Based on sugar from beech trees, the groundbreaking anti-aging molecule was L'Oréal's first development using green chemistry.

Filloxane: A sol-gel molecule derived from contact lens transfer technology. Filloxane penetrates the hair shaft and builds an inner network that expands the diameter of each fiber, creating a reinforced inner shield from within. This discovery was recently demonstrated a high potential for new haircare applications.

Mexoryl: A veritable breakthrough innovation, Mexoryl filtration systems offers optimal and photostable protection against UV, to protect the skin from the acceleration of skin photo aging and harmful UV damage.

ALTERNATIVES TO ANIMAL TESTING: EPISKIN, A REFERENCE THROUGHOUT THE GLOBAL SCIENTIFIC COMMUNITY

A trailblazer in the battle against animal testing, L'Oréal banned the practice in its labs in 1989, nearly 15 years before European regulations came into force. Even in China, where we have been modifying the regulation by sharing our testing protocols, the L'Oréal Paris products are not tested on animals.

Episkin, L'Oréal's pioneering proprietary reconstructed skin technology, developed more than 30 years ago, is one clear example of how the Group systematically goes above and beyond regulatory requirements. By reproducing the structure of skin and replicating the conditions for product application, the technology can predict the safety and efficacy of an ingredient or product before it has been clinically tested. At L'Oréal's Predictive Evaluation Center in Gerland, France, some 130,000 units of reconstructed tissue are made every year, while at the Pudong site in China, the first Asian skins were reconstructed in 2010.

EPISKIN IS TO DATE THE ONLY RECONSTITUTED SKIN TECHNOLOGY APPROVED BY THE EUROPEAN COMMISSION.

A HUMAN BASED SCIENCE TURNED INTO EXPERIENCES, FOR EACH AND EVERY WOMAN

The combination of being a science-driven brand fuelled by consumer data, means we are able to truly enrich the consumer experience. We are continually working to integrate the latest tech developments to offer virtual try-on to our consumers, or precise and accurate skin diagnosis with initiatives like Skin Genius, unique to L'Oréal Paris. Each of our products is tested on a wide diversity of skin colors, skin types, hair types and age groups to assess the efficacy on each and every woman.

SKIN
GENIUS

SCIENCE

SCIENCE

S

TRUSTWORTHY / TONE OF VOICE



TRUSTWORTHY / TONE OF VOICE

TRUSTWORTHY / TONE OF VOICE

PRODUCT TRANSPARENCY LEADS TO CONSUMER TRUST AND PROXIMITY.

TRUSTWORTHY

TRUSTWORTHY

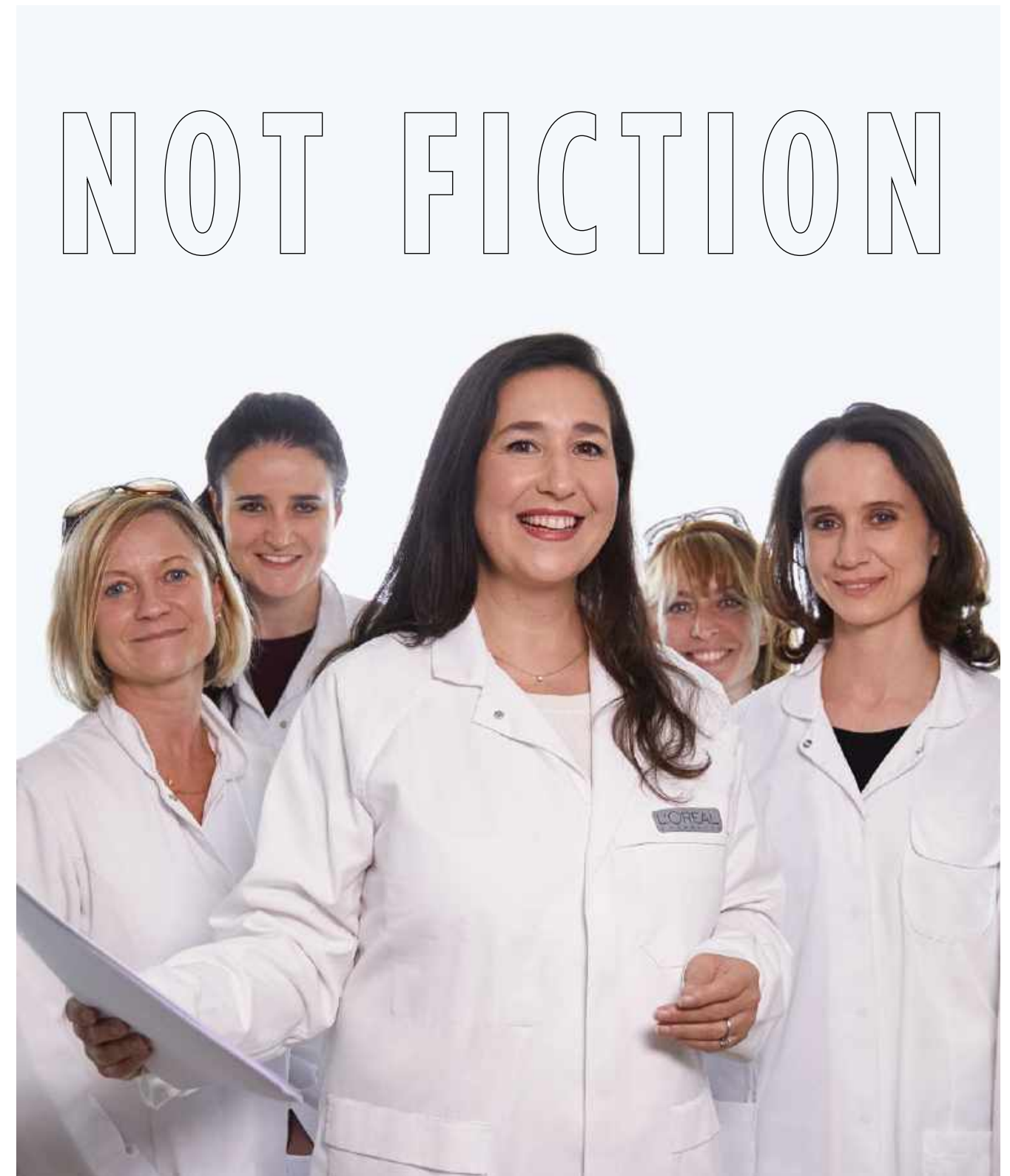
TRUSTWORTHY

SCIENCE FACTS, NOT FICTION

As a science driven, leading brand in the beauty mass market, consumers have an expectation to trust us to deliver products which are not only advanced but safe. Ensuring this level of quality and safety is non-negotiable for us. It's our duty as a brand to never take that consumer trust for granted.

Furthermore, we commit to building a transparent and approachable tone when conveying the expertise of our science. So even the most complex science is conveyed simply and where possible, is demonstrated and proven with real results.

This open approach means using simple language that speaks to everyone. Abstract words and theories have no place in our brand communications. To be tried and trusted we must continue to provide real and didactic explanations of what we do.



THE OTHER SIDE PLATFORM

We are committed to sharing information about our ingredients – how they work, where they come from and their safety. Through our dedicated online platform The Other Side we give consumers a look behind the scenes at the superior science behind our products, sharing details on what is inside our formulas, with more than 400 ingredient definitions, as well as data on the safety and environmental impact of our products, continuing to build the trust and proximity of consumers.

TRUSTWORTHY

THE OTHER SIDE
L'ORÉAL
PARIS

TRUSTWORTHY

TONE OF VOICE

TONE OF VOICE

TONE OF VOICE

TONE OF VOICE

WOMAN TO WOMAN

L'Oréal Paris speaks to women as equals. An unspoken sisterhood which promotes an inclusive beauty led by and for women.

POSITIVITY

From a new product launch to a meaningful cause the brand is optimistic and uplifting. Beyond beauty L'Oréal Paris generates hope where there is fear, acknowledges those who feel invisible, imbues a sense of self-worth instead of doubt.

SOPHISTICATED

The brand captures an effortless Parisian elegance. More casually chic, than ever trying too hard. An irreverent wit. Cool, but not cold. Premium, never arrogant.



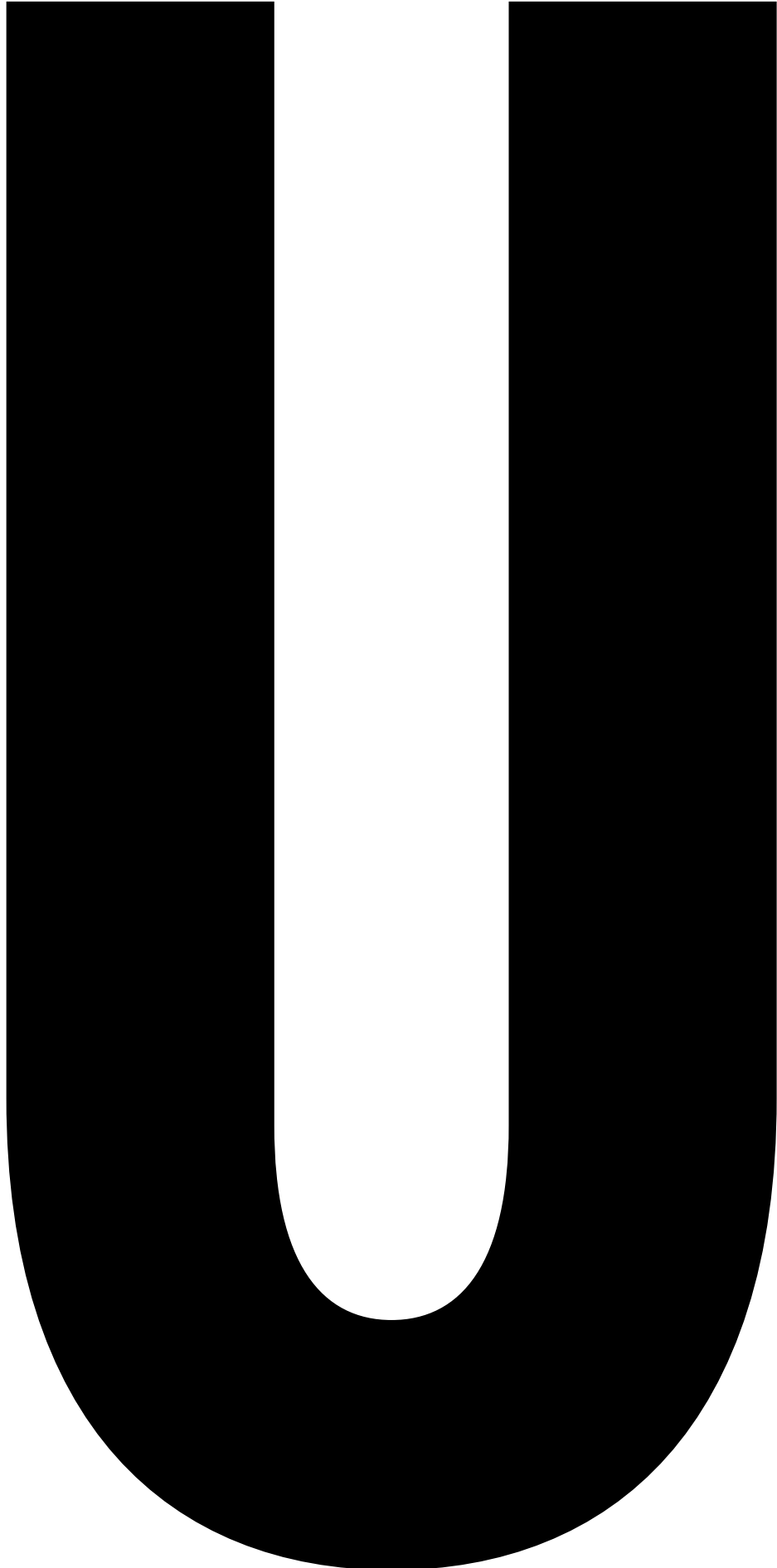
TONE OF VOICE



TRUSTWORTHY / TONE OF VOICE

TRUSTWORTHY / TONE OF VOICE

UNITY



UNITY



UNITY

UNITY

WOMAN TO WOMAN

UNITY



UNITY

UNITY

WOMAN TO WOMAN

**WE PROMOTE A WOMAN TO WOMAN SOLIDARITY AND
CHAMPION THE BOND BETWEEN WOMEN OF EVERY AGE,
LIFESTAGE AND NATIONALITY.**

The brand has a universal vocation, to bring the collective power of women together. Our mission is that no woman should feel alone. The brand acts like the helping hand of a best friend to the consumer, or like a sister who stands by her, when she needs it most. A trusted mentor or expert. As a brand we are creating a sense of a community for women; a sisterhood, which provides every woman the power to lift themselves up.



UNITY

WHEN WE ARE UNITED, NO ONE CAN STOP US

UNITY

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VISION

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VISION





VISION

VISION

VISION

BEAUTY IS A POWER AND MUCH LIKE
A POWER, OFTEN IT MUST BE TAKEN.
DEFINING YOUR OWN BEAUTY AND
TAKING IT INTO YOUR OWN HANDS IS
EMPOWERING.

We are a brand that has always championed and celebrated women's empowerment, L'Oréal Paris challenges stereotypes with a modern vision of femininity and supports all women on their journey to fulfillment, in line with their own values and aspirations.

**WHAT WE DO TODAY, IS WHAT WE WILL
BECOME TOMORROW.**

L'Oréal Paris creates the most advanced beauty care for everyone. As a mega brand, we have a responsibility for the future that goes far beyond beauty. We are proud to be a part of the L'Oréal Group initiative, L'Oréal for the Future. To support, protect and fund the most vulnerable women in our society. To reaffirm our commitment to look after and donate to our environment. We are determined in our ambition to reduce carbon emissions to Zero Net.

**WE REMAIN TRUE AND UNWAVERING IN OUR
VALUES. WE STRIVE TO MAKE A BETTER FUTURE
FOR ALL & FOR THE NEXT GENERATIONS.**



W

WOMEN'S EMPOWERMENT



WOMEN'S EMPOWERMENT

WOMEN'S EMPOWERMENT

**SUPPORT ALL WOMEN IN THEIR JOURNEY TO FULFILL
THEMSELVES ACCORDING TO THEIR OWN RULES AND DESIRES**

WOMEN'S EMPOWERMENT

EMPOWERMENT

EMPOWERMENT

EMPOWERMENT

EMPOWERMENT

EMPOWERMENT

EMPOWERMENT

EMPOWERMENT



Empowerment is one of the core values that guides L'Oréal Paris' commitment to women around the world. We want to empower and celebrate women, their ambitions and achievements, their beauty and integrity. We give them products and the confidence that gives them the courage to make their voices heard and actions recognized.



The value of empowerment is at the heart of the brand. To provide the most advanced beauty care for all women to become their most beautiful and confident selves. Every communication from the brand should empower women with a sense of self-worth, at every stage throughout her life. In particular, those moments or those stages of her life when she feels her most disempowered.

In a similar way that self-worth is a journey that never ends for a woman, to empower her “Worth” is a North star which will future-proof the L’Oréal Paris brand. A brand which will never stop striving to be better.



EMPOWERED WOMEN

EMPOWER WOMEN

WOMEN'S EMPOWERMENT

WOMEN'S EMPOWERMENT



STANDUP

against street harassment

EMPOWERING WOMEN TO STAND-UP AGAINST STREET HARASSMENT.

As a brand we are determined that our firm belief in female empowerment goes beyond words. True to our empowered signature, «Because I am worth it», we want to transform these famous words into strident actions, by eliminating those obstacles which prevent women from achieving their full potential, and instead bolster female self-esteem. As a brand which has always passionately supported and celebrated the emancipation of women, L'Oréal Paris is now proud to

collectively commit to ending street harassment for good. In early 2020 we launched Stand Up Against Street Harassment, an international training and awareness program created in partnership with the NGO Hollaback! to fight the issue.

This program is based on the **5D's methodology**, an expert-approved set of real world tools to help you safely intervene when you witness street harassment.



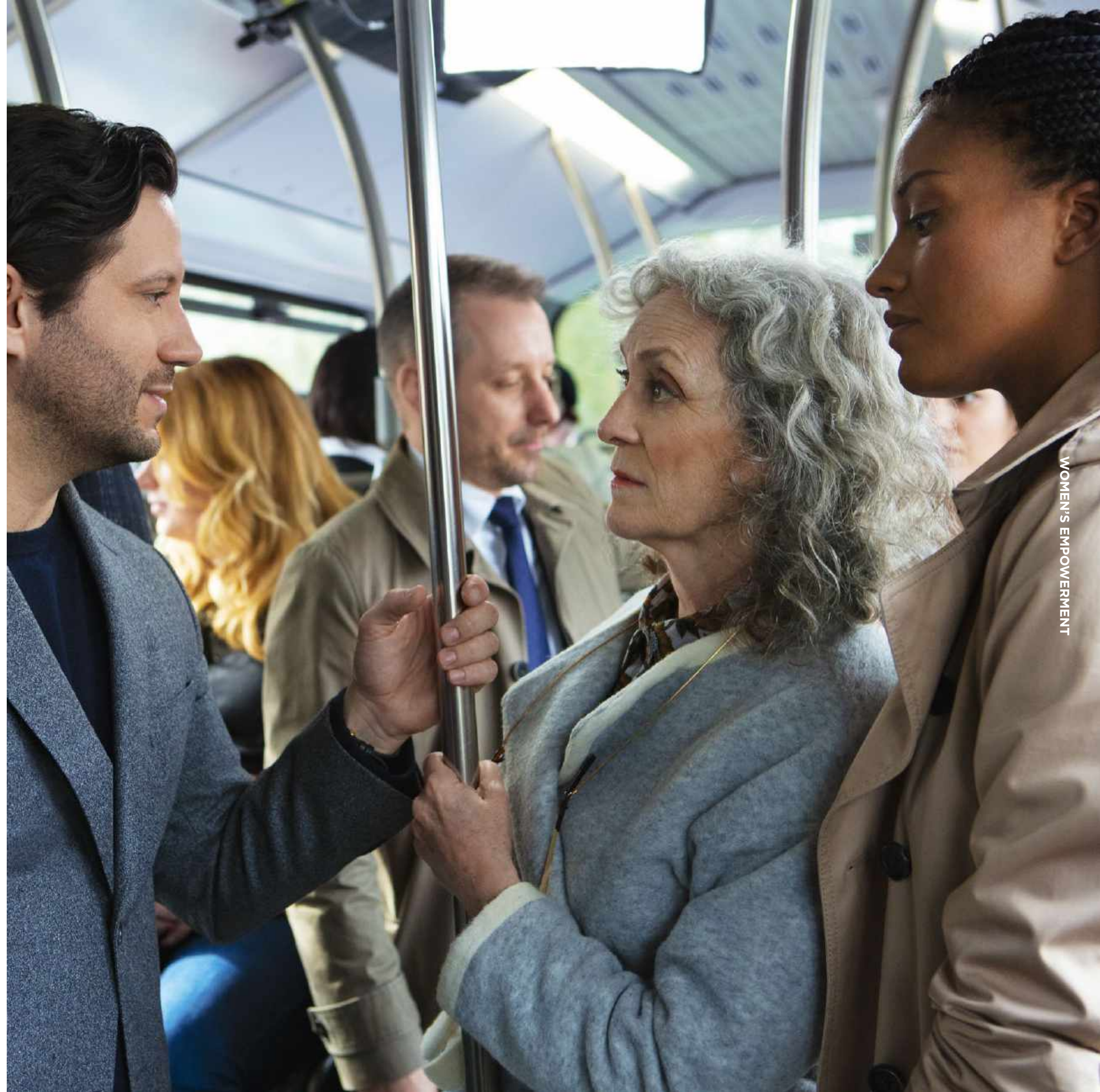
- DELAY**
Comfort the harassed person after the incident and acknowledge that the behavior was wrong. Be a friend.
- DELEGATE**
Find someone in a position of authority (e.g. teacher, bartender or a bus driver) and ask them to intervene.
- DIRECT**
Speak up and call the harasser out, then turn your attention to the person being harassed. If they respond, ignore them; don't escalate. Only use direct as a last resort to prevent violence. Your safety and that of the person being harassed come first.
- DISTRACT**
Pretend to be friends, ask for the time, cause a distraction, be creative.
- DOCUMENT**
Watch and witness, write down or film the harassment, provide the footage to the victim and never post it online or use it without their permission.

**78% OF WOMEN HAVE
EXPERIENCED SEXUAL
HARASSMENT IN PUBLIC
SPACES.***

**ONLY 25% OF VICTIMS SAY
SOMEONE HELPED, AND 86%
OF US DO NOT KNOW WHAT
TO DO WHEN WE WITNESS IT
HAPPENING.**

Street harassment is one of the most common forms of gender-based violence experienced by women around the world. It is an attack on dignity, an attack on integrity. Our mission is to empower 100% of L'Oréal Paris employees and over 1 million people by the end of 2021. Together with our international partner Hollaback! and our local charity partners, we are offering training sessions in public places and online, on our dedicated platform standup-international.com.

*International study conducted in 2019 by L'Oréal Paris with IPSOS, with data gathered in 8 countries with over 15,000 participants.



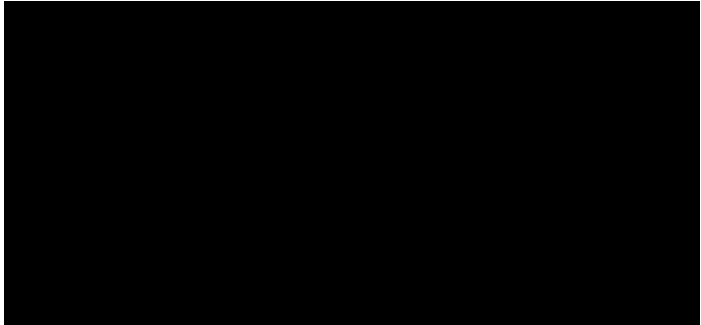


WOMEN'S EMPOWERMENT

WOMEN'S EMPOWERMENT

X-Y MEN

X



Y



X-Y MEN

X-Y MEN



X-Y MEN

X-Y MEN

X-Y MEN



X-Y MEN

“XY” refers to the male chromosome, unlike the female chromosome of XX. While these chromosomes are biologically different, as the world evolves, men and women increasingly understand their commonalities rather than their differences.

L'Oréal Paris recognised very early that men were increasingly interested in their appearance, beyond the everyday functions of washing and shaving. The launch of Men Expert in 2004 defied the market stereotype that men never took time to take care of themselves. This playful male range allows men to express themselves by creating their own looks, such as hair color, with skincare and bodycare to enhance and improve their looks and confidence.

With ranges including Hydra Energetic, Hydra Power, Vitalift and Barber Club as well as innovations like Amino Acid Cleanser in China. Hydra Energetic Healthy Look Tinted Gel in Europe, means men all over the world have access to products which deliver

visible results that boost their self-worth. Thanks to this winning strategy, Men Expert has gone from strength to strength, and despite an increasingly competitive market, it is the number one skincare brand for men worldwide.

If our mission is to give confidence to all women in the world, we need to portray an equally positive image for men too.

Men Expert's choice of spokespeople, such as Daniel Wu, a supporter of a non-profit organization that enables people around the world to build or improve their homes. Game of Thrones star Nicolas Coster-Waldau, with his combination of rugged good looks, integrity and support for causes such as gender equality, Movember, awareness of men's mental health and the environment, has also undoubtedly been a factor in changing men's attitudes to grooming.

X-Y MEN

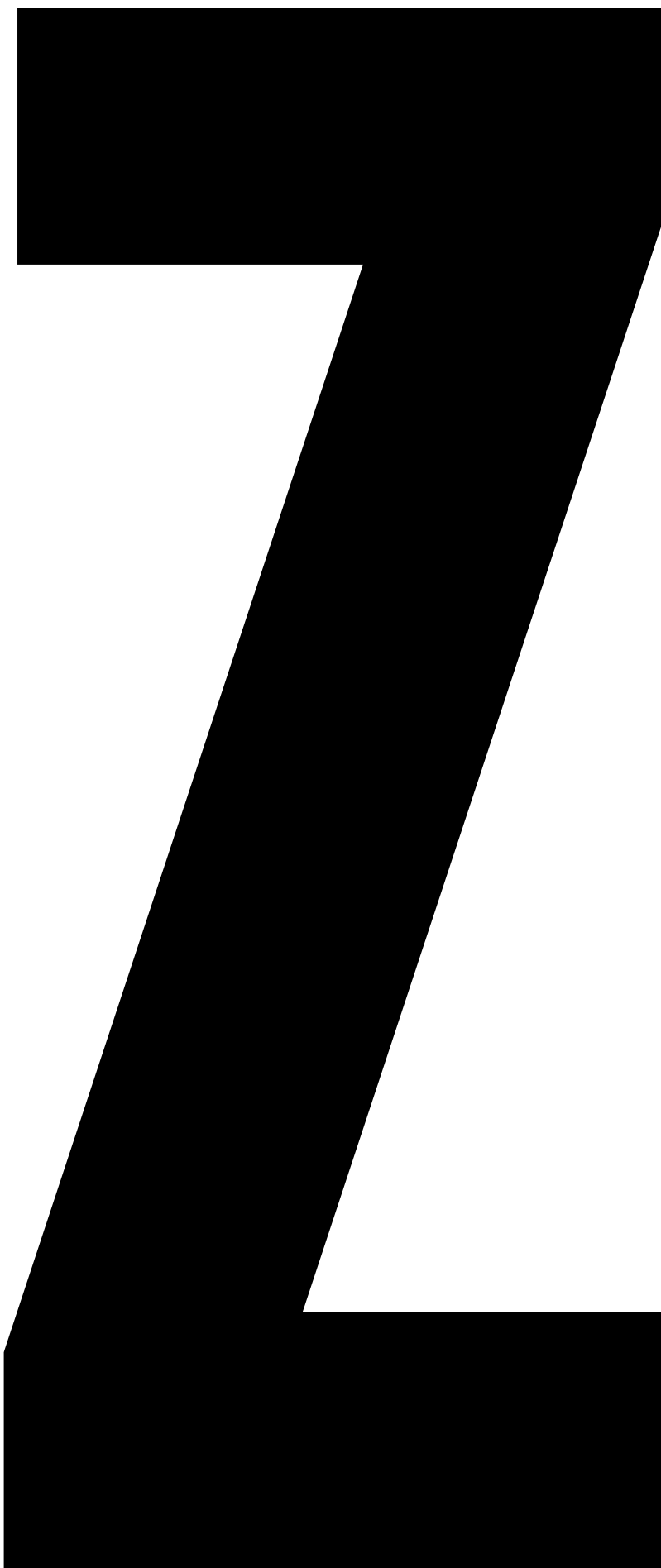
LOOK SHARP, NOT TIRED

X-Y MEN

X-Y MEN

KEY

ZERO NET CARBON



ZERO NET CARBON



ZERO NET CARBON

ZERO NET CARBON



ZERO NET CARBON

BASED ON OUR NEW SUSTAINABILITY MISSION:

ZERO NET CARBON

TRANSFORMING L'ORÉAL'S BUSINESS TO RESPECT "PLANETARY BOUNDARIES"

Since 2013, when the L'Oréal Group launched its first sustainable development program, *Sharing beauty with all*, the world has seen many changes. The scale of the challenges we are all facing is unprecedented. "Planetary boundaries" are limits, which, if crossed, will compromise the Earth's capacity as a habitat for human development. Respecting a safe operating space for humanity must be a priority in the decades to come, as scientists unanimously agree¹, which is why L'Oréal aims to transition to a way of operating its entire business within the limits of the planet by launching its new sustainability program "**L'Oréal for the future**", laying down the Group's latest set of ambitions for 2030.

In 2020, the L'Oréal Group has defined new quantifiable targets, to fight climate change as supported by the "Science Based Targets" initiative², but is also going one-step further by addressing three other major environmental issues:

- **Preservation of biodiversity,**
- **Sustainable water management,**
- **And circular use of resources.**

As a major brand of the L'Oréal Group, L'Oréal Paris will apply this roadmap on all our products and factories, and on our value chain globally.



The end of virgin plastic – By the end of 2020, we'll have 100% recycled PET for all our 250 million Elvive shampoo and conditioner bottles in Europe, enabling us to save the equivalent of 7,000 tons of virging plastic by the end of 2020



Every day, we work on the innovations on our skincare range. These changes include reducing the weight of our packaging, working on using recycled glass, or also giving a second life to our packaging by promoting refills and reuse products.



Overcoming the challenge of black plastic – To help ensure that the black plastic bottle used for our Deodorant Men Expert Roll On could be recycled, our operations team worked on a new variant of black plastic that can be recycled. All the Deodorant Men Expert Roll On bottles produced in 2020 will now be recyclable.



We have integrated 25% recycled PE plastic in the tube of Skin Paradise, saving around 40 Tons of virgin plastic per year. This product is made in one of the 9 carbon neutral factories we own, all using 100% of renewable energy.

BECAUSE OUR PLANET IS WORTH IT

L'Oréal Paris' mission is to be zero net carbon brand. From 2030, we will have reduced by 50% per unit our carbon emissions, we will contribute to capturing and avoiding CO2 emissions by supporting urgent environmental needs (forest conservation, renewable energy, agroforestry...).

L'Oréal Paris is committed to acting as a leader in sustainable beauty by continuously striving to improve the environmental impact of all its

products. This vision of a fairer, more sustainable society is also aligned with the brand's wider effort to bring about positive change, particularly for women as they are invariably the first victims of climate change.

That is why we have implemented a rigorous sustainability program, identifying a range of areas of action across the value chain and undertaking optimization initiatives in all of them.

REDUCING PACKAGING:

Ambition: By 2025 100% of our plastic packaging will be recyclable, reusable or compostable.

Massively increasing our use of recycled and recyclable materials (plastic, glass...); making lighter-weight packaging and proposing refillable solutions; prioritizing finishing processes that are less energy intensive or harmful to the environment.

For example, the iconic L'Oréal Paris hair care range, **Elvive**, has undertaken a major transformation by already

*using 100% recycled PET (polyethylene terephthalate) for shampoo and conditioner bottles in Europe, by the end of 2020. Moreover, by reducing the weight of the **Revitalift** jar, L'Oréal Paris reduced the use of glass for this product by 9% per jar, saving 434 tons of glass annually.*

IMPROVING FORMULAS:

Ambition: By 2030 100% of our renewable and mineral raw materials will be sustainably sourced.

To reduce our environmental impact, L'Oréal Paris is improving the biodegradability of formulas.

Example: Among the products launched in 2019, Elvive Full Resist Power Mask and Men Expert Shaving Barber Club Crème de Rasage have levels of biodegradability exceeding 94% (97% and 94% respectively).

Moreover, we address a more conscious use of water during useage by helping to reduce the time needed in the

shower, the brand also continues to develops formulas that need less water to be rinsed, as well as new beauty routines that require less rinsing steps (two-in-one products or non-rinse haircare treatments).

Example: Elvive Dream Length No Hair Cut cream.

PRODUCING SUSTAINABLY:

Ambition: By 2025, 100% sites will be carbon neutral & By 2030, 100% of our factories will be “waterloop factories»³

L'Oréal Paris factories continue their ongoing efforts to reduce carbon emissions, water consumption and waste generation. Between 2005 and 2019, L'Oréal Paris factories and distribution centres have reduced CO2 emissions by

74%, water consumption by 44%, and waste generation by 27%. Today L'Oréal Paris products are made in 26 factories around the world. Nine of them are net carbon neutral (using 100% renewable energy, without offsetting).

BECAUSE YOU ARE WORTH IT.
BECAUSE OUR PLANET IS WORTH IT.

1 The concept of “planetary boundaries” was defined in 2009 by a group of Earth system and environmental scientists, led by the Stockholm Resilience Centre and the Australian National University.
2 The “Science Based Targets initiative” is a partnership between CDP, UN Global Compact, WRI and WWF. It seeks to encourage businesses to commit to a voluntary transition towards a low carbon economy, in line with the +1.5°C trajectory recommended by international climate experts
3 “Waterloop factories” requires all the water necessary for production processes (cleaning equipment, producing steam etc.) to be entirely derived from water recycled in a closed loop on site, with no water sourced from public water supplies.

“I HELP YOU
TAKING CARE
OF YOUR HAIR
WITHOUT
WATER”



We can participate in more reponsible consumption and a more considered use of natural resources in all our daily actions. To help reduce the generation of carbon emissions, we are working to develop innovative, just as high performing formulas, with better rinsability !

ZERO NET CARBON



ZERO NET CARBON

1

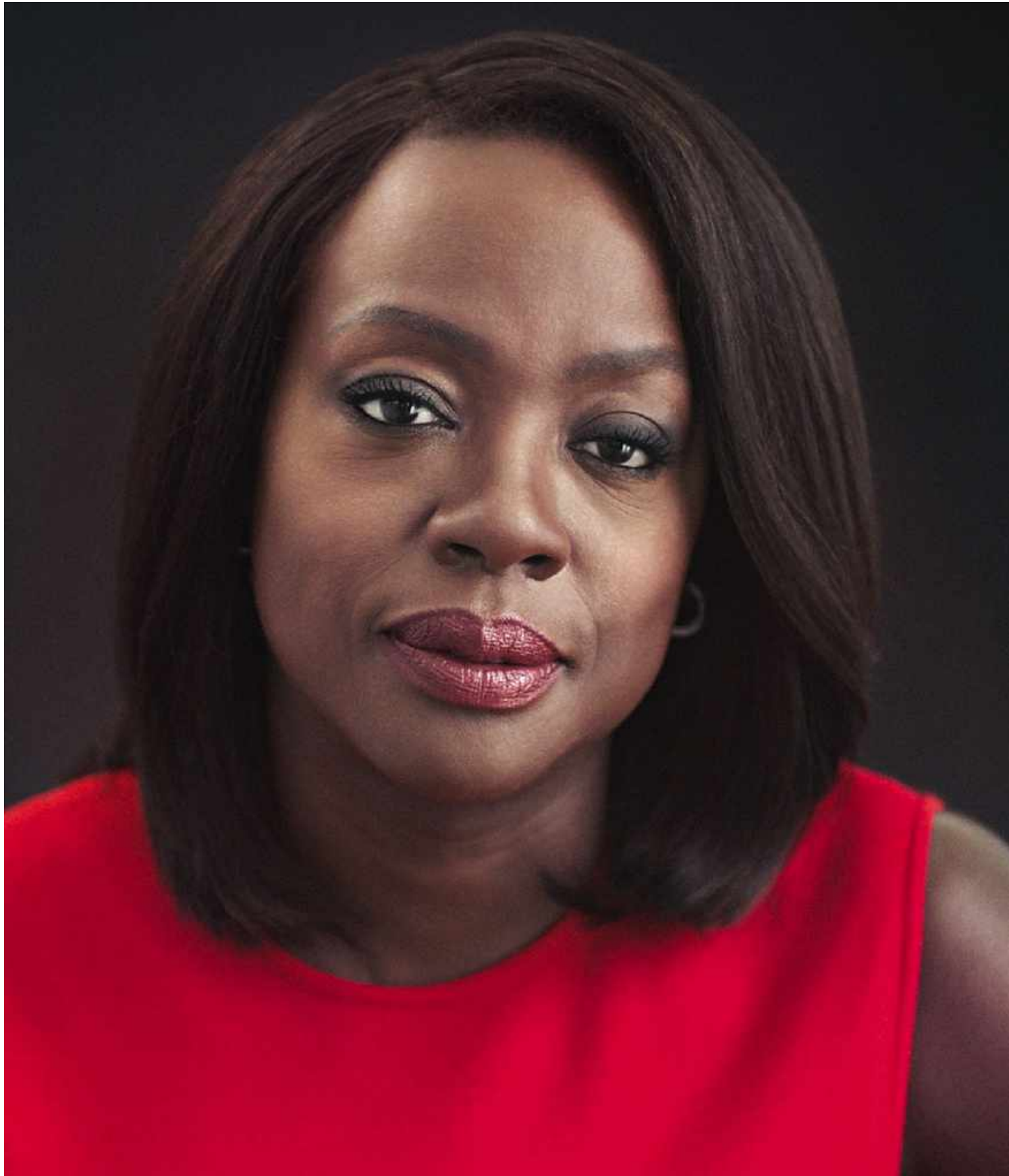


Read left to right : Arnaud Vautier, Human Resources Director L'Oréal Paris International; Marion Brunet, General Manager of Communication and Image; Michèle Sengthong, Head of Consumer and Market Insight; Maité Armoudom, Global Marketing Director Haircare & Styling; Matthieu Dalmayrac, Global Marketing Director Men Expert; Jovana Arsic, Global Marketing Director Haircolor; Karen Bush, Global US Marketing Director; Delphine Viguié, Global Brand President; Patrick Girod, Deputy General Manager; Marc Joly, Administrative and Financial Director; Vincent Chauvière, Global Marketing Director Skincare; Rana Bamy, Emerging Marketing Director; Anna Musikhina, Global Digital Director; Arnaud Gilbert, Merchandising & Retail Design Director; Missing Pierre-Olivier Isenmann, Global Marketing Director Make-Up, Christine Nguyen recently appointed Global Marketing Director Men Expert and Visna Lim, recently appointed Global Digital Director.

Finally, we'd like to say a thank you. To each and every one of you.

For being the beating heart of this brand's future journey. Together we will navigate L'Oreal Paris to become a true megabrand.

2021 sees the 50th anniversary of our iconic slogan **“Because You're worth it”**. So to end, if felt appropriate, to leave you with a reminder from Viola Davies as to what those words mean, from us to you...



VIOLA DAVIS

You’re worth it.

Three little words we’ve all heard at least a thousand times, right? You’re worth it, but do you really understand what that means? It’s a beautiful reminder to us all that we have worth. You have reason and rarity. There is value in each and every one of us, including you. That is precious even on the days you might not feel it. You never depreciate in value. Those words are there to remind you. So, to all those reading who feel like that or have ever felt like that, focus on what i’m about to say and repeat after me:

I’m worth it.

...Ok.
Maybe that felt great or perhaps that felt weird?
Let’s go again.
First, take a deep breath and let it out.
Forget the nay-sayers, and silence the critics.
Even if the harshest words are the ones you say to yourself.
Do not doubt yourself,
and this time, speak it louder,
really loud.

I’M WORTH IT!

And the next time you hesitate before going after something you want,
the next time you blush and brush off a compliment,
the next time you doubt your place in the world,
in the workplace,
in your home
or in your own skin,
say these three words to yourself:

I’m worth it!

And I know you will always say it like you mean it.

I’M. WORTH. IT!

Because you are
and always will be.

GOT THAT?

