

L'Oréal hosts Transparency Summit and talks Green Sciences



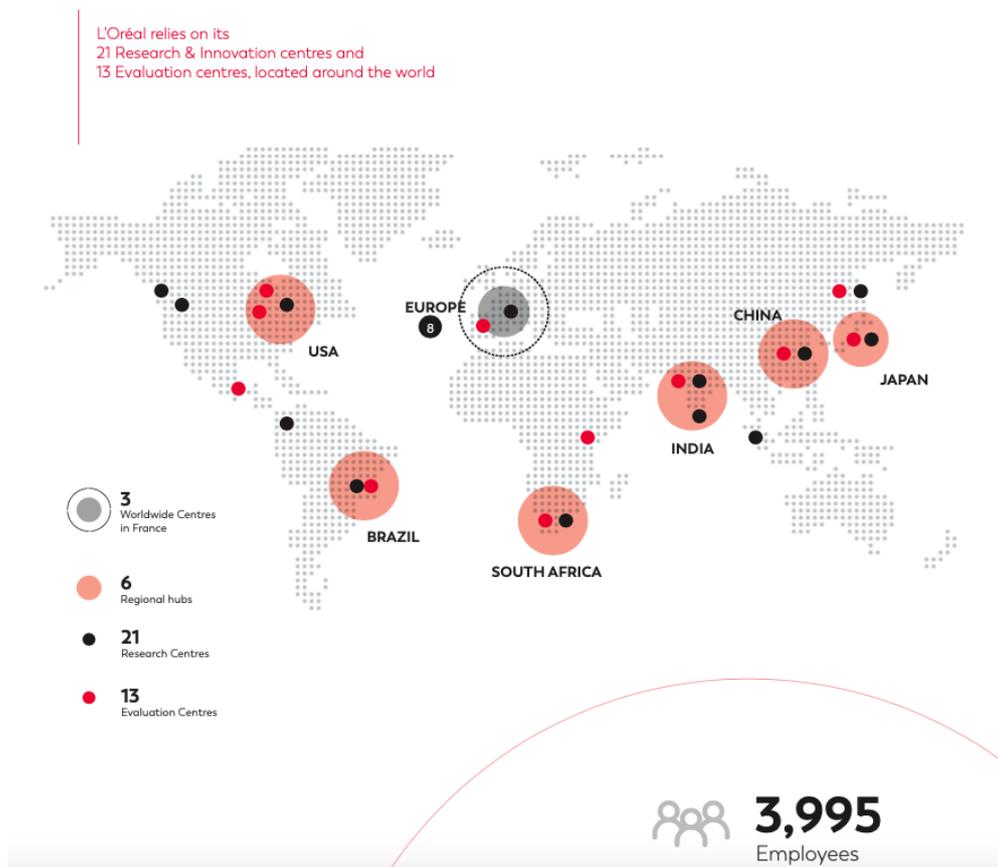
In the spirit of open dialogue, the world leader in beauty aimed to tell the “true story” of the brand and commit to the transformation of its R&I model through the adopting of Green Sciences

As part of its permanent quest to offer consumers products that are ever more effective, safe and respectful to the environment, L'Oréal hosted the first edition of its Transparency Summit this week. In the spirit of open dialogue and communication, the world leader in beauty aimed to tell the “true story” of the brand, promote the clean (and conscious) beauty movement and support the holistic approach of the consumer. Following the hour-long presentation and Q&A period, which focused on the commitments of the brand, the shift of consumer expectations in 2021 and the significance of research and innovation (R&I) in transforming the future of beauty, the summit offered a series of workshops based on transparency and Green Sciences.

With almost 4,000 scientists working in 21 research centers across the globe, L'Oréal's research and innovation model is defined by three main pillars: advanced research, applied research and development. Representing close to 50 different scientific disciplines, the Group is committed to the transformation of its R&I model through adopting a Green Sciences approach. By 2030, 95% of its ingredients will be derived from renewable plant sources, abundant minerals or circular processes;

and 100% of formulas will be respectful of the aquatic environment.

This move comes at a time when protecting the planet is an absolute necessity and the COVID-19 pandemic is driving a heightened demand for products that are good for health and safe for the environment. With this in mind, L'Oréal is opening a new chapter in R&I by making nature a driving force in creating renewable alternatives to petroleum-based ingredients. The group will draw on recent advances in Green Sciences to enable the sustainable cultivation of ingredients and extract the best that nature has to offer through cutting-edge technological processes. To achieve this transition, L'Oréal has rallied its full ranges of resources and developed a number of strategic partnerships with universities, start-ups and its own raw material suppliers.



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According to Barbara Lavernos, Chief Research, Innovation & Technology Officer, L'Oréal will continue to integrate the principle of transparency, respect for biodiversity and fight against climate change to offer products and experiences that are more personalized and inclusive, serving all the beauties of the world.

"[L'Oréal puts science at the service of the safety and performance of its products for an even safer beauty that is always more respectful of the planet. Thanks to Green Sciences it's able to take on this ambitious scientific and technical challenge.

This virtuous, circular economy-based approach will allow the brand to achieve new levels of performance and discover unprecedented cosmetic benefits without compromising on quality or safety]," shares Lavernos.

"What sets L'Oréal apart is the ability of [its] research staff to work together across scientific

disciplines in a variety of innovation ecosystems, with the freedom to push the boundaries of experimentation for disruptive innovation,” adds Jérôme Combeaud, Director of Recruitment & Career Development, L’Oréal Research & Innovation.

With 66% of global consumers trusting the owners, leaders and CEOs of businesses to convey the message of transparency, L’Oréal says that there is no “trade-off” when it comes to health and safety and economic interest. This has been the case for over three decades, a similar tone and theme to when the Group pioneered reconstructed human skin models to bring an end to animal testing. From understanding the difference between risk and hazard and conducting post-market surveillance to modifying product formulas and anticipating consumer needs, L’Oréal continues to believe that we’re worth it.



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Greater transparency to empower consumers to make responsible choices

L'Oréal remains committed to transparency. The Group continues to launch new initiatives to further improve information and dialogue with consumers, empowering them to make choices that reflect their values.

- The Group pursues this pledge to transparency through its *Inside Our Products* website
 - Launched in March 2019, the site answers questions from the public about the ingredients used in formulas and the composition of its products
 - This platform covers nearly 1,000 listed ingredients and is now available across 45 countries in eight languages
- An information campaign highlighting the environmental and social impact of cosmetic products was launched in June 2020 as part of the L'Oréal for the Future program
 - This initiative is being deployed around the globe in conjunction with Garnier and will gradually encompass all Group brands
- In March 2021, a drive to generate awareness of its *Inside Our Products* initiative will be organized on social media platforms in some 20 countries, giving consumers the chance to directly connect with researchers

Continuous safety improvements for consumers and the environment

L'Oréal believes that the safety of its consumer and the potential environmental impact of its

products are at the heart of its commitments.

- The Group pioneered alternatives to animal testing by developing reconstructed skin models to assess product safety
 - L'Oréal stopped testing its products on animals in 1989 (14 years before such practices were outlawed)
- By 2030, as part of its L'Oréal for the Future program, the Group aims to ensure that 95% of its ingredients are bio-sourced and derived from abundant minerals or circular processes; 100% of its formulas are assessed using its environmental test platform to confirm that they respect the diversity of coastal and freshwater aquatic ecosystems