

L'ORÉAL

L'ORÉAL GROUPE ANNOUNCES STRATEGIC RESEARCH PARTNERSHIP WITH TRU DIAGNOSTIC TO ADVANCE BEAUTY AND LONGEVITY SCIENCE, THROUGH UNLOCKING DISCOVERIES IN EPIGENOMICS.

Clichy, 21 March 2025 – [L'Oréal Groupe](#) is thrilled to announce a strategic research and development partnership with Tru Diagnostic, the foremost authority in epigenomics⁽¹⁾ testing. This collaboration aims to explore the connection between beauty indicators and changes in epigenomic markers, paving the way for groundbreaking advancements in the field of longevity.

With over a century of combined expertise in skin and hair biology, L'Oréal, is uniquely positioned to leverage its extensive knowledge in beauty science. The partnership with Tru Diagnostic will facilitate a series of innovative studies designed to unlock the intricate relationship between epigenetics and beauty, ultimately leading to the development of advanced products that promote not just aesthetic appeal but also long-term skin and hair health, that trigger the hallmarks of longevity activation moving to long term skin and hair health management.

*"Partnering with Tru Diagnostic represents a significant milestone for us," said **Guive Balooch, Head of Open Innovation and Augmented Beauty at L'Oréal.** "By combining our deep understanding of beauty biology with Tru Diagnostic's cutting-edge expertise in epigenomics, we are poised to lead the field of Longevity biomarker discoveries that will bring new product offerings and valuable diagnostic insight to our consumers, to proactively care for their skin and hair health with the best longevity science solutions".*

Matthew Dawson, CEO of Tru Diagnostic, expressed his enthusiasm for the partnership, stating, *"We are excited to collaborate with L'Oréal to explore the links between epigenetic markers and beauty. Epigenomics has the potential to revolutionize how we understand beauty at a biological level. Together, we aim to lead the charge in integrating epigenetic science into the beauty industry, creating innovative products that truly reflect the future of beauty and longevity."*

This partnership underscores both companies' commitment to pioneering research and innovation, aiming to establish a leadership position in the burgeoning field of longevity within beauty. By focusing on the science of epigenetics, L'Oréal and Tru Diagnostic intend to develop groundbreaking solutions that enhance beauty from within, providing consumers with holistic approaches to skincare and haircare.

(1) Epigenomics is the study of heritable changes other than those encoded in the DNA sequence. Epigenetics includes any process that alters gene activity without change in the DNA but leads to heritable modifications

About L'Oréal

For 115 years, L'Oréal, the world's leading beauty player, has devoted itself to one thing only: fulfilling the beauty aspirations of consumers around the world. Our purpose, to create the beauty that moves the world, defines our approach to beauty as essential, inclusive, ethical, generous and committed to social and environmental sustainability. With our broad portfolio of 37 international brands and ambitious sustainability commitments in our L'Oréal for the Future programme, we offer each and every person around the world the best in terms of quality, efficacy, safety, sincerity and responsibility, while celebrating beauty in its infinite plurality.

With more than 90,000 committed employees, a balanced geographical footprint and sales across all distribution networks (ecommerce, mass market, department stores, pharmacies, perfumeries, hair salons, branded and travel retail), in 2024 the Group generated sales amounting to 43.48 billion euros. With 21 research centers across 13 countries around the world and a dedicated Research and Innovation team of over 4,000 scientists and 8,000 Digital talents, L'Oréal is focused on inventing the future of beauty and becoming a Beauty Tech powerhouse. More information on <https://www.loreal.com/en/mediaroom>

About Tru Diagnostic

Tru Diagnostic is the leading company in epigenomics testing, providing comprehensive insights into how epigenetic changes affect health and well-being. Their advanced testing technology empowers individuals to understand their biological age and make informed decisions about their health and beauty.

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