

L'ORÉAL

L'ORÉAL SHOWCASES NEW BEAUTY TECH AND OPEN INNOVATION ECOSYSTEM AT SIXTH CHINA INTERNATIONAL IMPORT EXPO IN SHANGHAI

Clichy, 6 November – [L'Oréal](#) today presented its latest tech-enabled offerings and partnerships at the sixth annual China International Import Expo (CIIE) in Shanghai, one of the world's largest trade shows, with a record 18 beauty tech innovations spanning diagnostic and coaching tools as well as inclusive, sustainable and personalized Beauty Tech solutions. L'Oréal is the largest exhibitor in the consumer goods sector at the state-level imports fair, which in 2023 features a record 270 exhibits from 22 brands.

Under the theme of 'beauty for all, beauty for each', L'Oréal showcased four, new-to-Asia Beauty Tech offerings: the AI-powered scalp and hair smart camera, **Kérastase K-SCAN**; the handheld skin health diagnostic device, **Giorgio Armani Meta Profiler™**; the smart eyebrow makeup applicator, **Shu Uemura 3D shu:brow**; and inclusive smart makeup device, **HAPTA. CeraVe** also announced a partnership with Sanofi's Dupixent and Novartis' Cosentyx for atopic dermatitis and psoriasis respectively, while **L'Oréal China** launched the first-ever cosmetics application guide using two-dimensional barcodes, in collaboration with the China Association for Bar Code Technology and Application. Luxury brand, **Aēsop** also made its CIIE debut alongside **La Roche-Posay**, which launched its new REPAIRING REGENERATIVE series.

L'Oréal also unveiled the 2023 winners of the **L'Oréal North Asia Big Bang Beauty Tech Innovation Program** ("Big Bang"). Big Bang is the first regional program focused on driving open innovation and co-creation of innovative beauty solutions in North Asia. This year's winners include 11 companies from China, three from Japan, two from Korea and one from France, for a total of 17 winners. The winners demonstrated a wide range of cutting-edge technologies and innovations and will be featured in a dedicated 'incubation exhibition' at CIIE.

*"We are delighted to present for the sixth year in a row, our latest Beauty Tech innovations at CIIE. China is our second largest market and CIIE is the largest imports-themed expo in the world with well over half a million people in attendance," said **Nicolas Hieronimus, CEO, L'Oréal Groupe**. "I am especially delighted to announce at CIIE the 17 Big Bang Beauty Tech Innovation award winners from the China, Japan, Korea 'Beauty Triangle', as well as France. We thoroughly believe in open innovation and the power to co-create the future of beauty with startups and SMEs from around the world."*

*"At L'Oréal, we believe that beauty is diverse and inclusive. Our 2023 CIIE theme, 'beauty for all, beauty for each' perfectly captures the diverse range of Beauty Tech solutions and open innovation achievements that we believe will shape the future of beauty," said **Fabrice Megarbane, President of L'Oréal North Asia Zone & Chief Executive Officer of L'Oréal China**. "For the sixth year running, CIIE serves as an important backdrop to key milestones in our open innovation ecosystem and will continue to serve as a great platform for collaborating with new partners."*

L'Oréal has now signed an agreement to participate in the seventh CIIE, where it will renew its role as chair of the Special Committee of Daily Chemical Consumer Goods, celebrating the upcoming 60th anniversary of the establishment of Sino-French diplomatic relations.

About L'Oréal

For over 110 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 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 87 400 committed employees, a balanced geographical footprint and sales across all distribution networks (e-commerce, mass market, department stores, pharmacies, hair salons, branded and travel retail), in 2022 the Group generated sales amounting to 38.26 billion euros. With 20 research centers across 11 countries around the world and a dedicated Research and Innovation team of over 4 000 scientists and 5 500 tech and digital professionals, 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 L'Oréal China

L'Oréal, the world's largest beauty company, entered Chinese mainland in 1997. L'Oréal China is headquartered in Shanghai and has five offices across the country. L'Oréal China currently has 31 brands and one R&I center in China, as well as two factories in Suzhou and Yichang, owning more than 14,000 employees. After 25 years of high-quality, steady and sustainable growth, China has become the second-largest market in the world, the headquarter of the North Asia "Beauty Triangle", and one of three Beauty Tech Hubs worldwide. 2022 marks the 25th anniversary of L'Oréal's entry into the Chinese mainland market. On the occasion of L'Oréal China's 25th anniversary, L'Oréal founded its first investment company in China, "Shanghai Meicifang Investment Co., Ltd" and started construction for Group's first global self-built Intelligent Fulfillment Center in Suzhou. At the beginning of its new beauty journey for next 25 years, L'Oréal China plans to build LUXE Intelligent Fulfillment Center in Nantong. As one of the best corporate citizens in China, L'Oréal China has always implemented and kept the "L'Oréal for the Future - Sustainable Development Commitment 2030" in mind. China is L'Oréal's first market to achieve carbon neutrality for its operated sites, and L'Oréal China actively contributes to the good development of Chinese society through CSR programs.

"This press release does not constitute an offer of sale or solicitation of an offer to purchase L'Oréal shares. If you wish to obtain more comprehensive information about L'Oréal, please refer to the public documents registered in France with the Autorité des Marchés Financiers, also available in English on our website www.loreal-finance.com.

This press release may contain forecast information. While the Company believes that these statements are based on reasonable assumptions as of the date of publication of this press release, they are by nature subject to risks and uncertainties which may lead to a discrepancy between the actual figures and those indicated or suggested in these statements."

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