

## L'Oréal and environmental tech start-up GJOSA team up to rinse shampoo with 5 time less water

**Clichy, 27 November 2018** – At a time when access to water is a strategic issue, **L'Oréal** and **Gjosa** have announced that they are now able to rinse shampoo with only 1.5 litres of water, instead of the 8 litres usually needed.

The Swiss start-up Gjosa has developed a low-flow showerhead (2 litres of water/minute) which breaks up the flow of water while accelerating the speed of the droplets, so that the rinse is still as effective. To optimise the operation, scientists at L'Oréal developed easier-to-rinse shampoos applied directly through the showerhead. Some water jet parameters have been adjusted in real conditions to obtain the right rinse, without splashes, and reducing the water and energy consumption by almost 70% (to view video click [here](#)).

Access to water is a growing issue across the world: worldwide consumption of water is growing twice as fast as the population, and according to the UN, in 2025, 2/3 of the world's population may be living under water-stressed conditions. Shampoos and shower gels use a considerable amount of water. Hence the advantage of finding a way to use every drop of water to the best.

This challenge was met by combining the best water distribution technologies with shampoo. *"This is an exemplary exclusive partnership, as based on the expectations of consumers, it uses cutting-edge technology to bring them down the road of sustainable development, while offering a totally new consumer experience"*, said **Amin Abdulla** and **Luc Amgwerd**, co-founders of Gjosa.

*"Initial results offer great perspectives for an innovation that visibly reduces the water consumption in our daily hygiene practices. This breakthrough technology is perfectly in line with our commitments to sustainable innovation"*, said **Laurent Attal**, L'Oréal VP Research & Innovation.

Tested in the L'Oréal laboratories, prototypes of the new showerhead are at present tested in several hair salons in the world as in South Africa and in the USA before envisaging the deployment of this technology to the professional hair salon market.

### **About L'Oréal**

*L'Oréal has devoted itself to beauty for over 100 years. With its unique international portfolio of 34 diverse and complementary brands, the Group generated sales amounting to 26.02 billion euros in 2017 and employs 82 600 people worldwide. As the world's leading beauty company, L'Oréal is present across all distribution networks: mass market, department stores, pharmacies and drugstores, hair salons, travel retail, branded retail and e-commerce.*

*Research and innovation, and a dedicated research team of 3 885 people, are at the core of L'Oréal's strategy, working to meet beauty aspirations all over the world. L'Oréal's sustainability commitment for 2020 "Sharing Beauty With All" sets out ambitious sustainable development objectives across the Group's value chain.*

For more information: <http://mediaroom.loreal.com/en/>



## **About Gjosa**

Gjosa is an environmental technology company based in Bienne, Switzerland, who has developed unique, smart and best-in class water-saving solutions. The patented technology combines a powerful and sensational shower experience which saves over 75% of water and energy when heating. The initial products family are designed for body care, wellness, hospitality, transport and public areas. With water scarcity affecting already 2 billion people and major cities around the world, wasting water is simply unsustainable. At Gjosa, we care and are determined to reduce the waste of water for all and for the next generations around the world. Every drop matters. For more information: <https://www.gjosa.com/>

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