

L'ORÉAL

L'Oréal's ModiFace launches long-term Augmented Reality collaboration with Facebook

Clichy, 9 August 2018 – L'Oréal and its recently acquired Augmented Reality and Artificial Intelligence entity, ModiFace, have announced a long-term collaboration with Facebook to create new augmented reality experiences delivered through Facebook camera products. Via a direct and seamless connection between both platforms, ModiFace and Facebook will deliver to people all over the world, for the first time, augmented reality powered make up try-on experiences from the world's leading beauty brands, such as Maybelline, L'Oréal Paris, NYX Professional Makeup, Lancôme, Giorgio Armani, Yves Saint Laurent, Urban Decay, and Shu Uemura.

The first experience will be launched by NYX Professional Makeup end of August 2018.

To see a demo: <https://www.facebook.com/beautyforallbyloreal/videos/190448966281354/>

To download the file please click [here](#).

"This deep collaboration is very relevant for ModiFace since it will allow our AR experiences to live on Facebook and be used by millions of consumers across the world. This is a great new way to discover L'Oréal products and brands through very realistic, engaging and meaningful beauty experiences," said **Parham Aarabi**, CEO and founder of ModiFace.

"People want new ways to experience products and services and Facebook's Augmented Reality platform can make that happen today. By bringing AR into the mainstream L'Oréal and Modiface are reshaping the beauty experience and we're thrilled to see this brought to life on Facebook," said **Will Platt-Higgins**, VP of Global Account Partnerships at Facebook.

Lubomira Rochet, L'Oréal Chief Digital Officer said: *"Facebook and L'Oréal share the vision that Augmented Reality is becoming key for product and brand discovery and purchase. We are at that magical moment when technologies have matured enough and consumer appetite for using them is growing everywhere. We are very excited about that new step in our long-term partnership with Facebook. One fascinating aspect of this partnership is that it keeps us innovating the beauty user experience. After having adapted our creatives and contents to a mobile-first world it will be very interesting to see how AR is going to change the creative playbook of our industry".*

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/>

"This news release does not constitute an offer to sell, or a solicitation of an offer to buy 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 Internet site www.loreal-finance.com.

This news release may contain some forward-looking statements. Although the Company considers that these statements are based on reasonable hypotheses at the date of publication of this release, they are by their nature subject to risks and uncertainties which could cause actual results to differ materially from those indicated or projected in these statements."

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