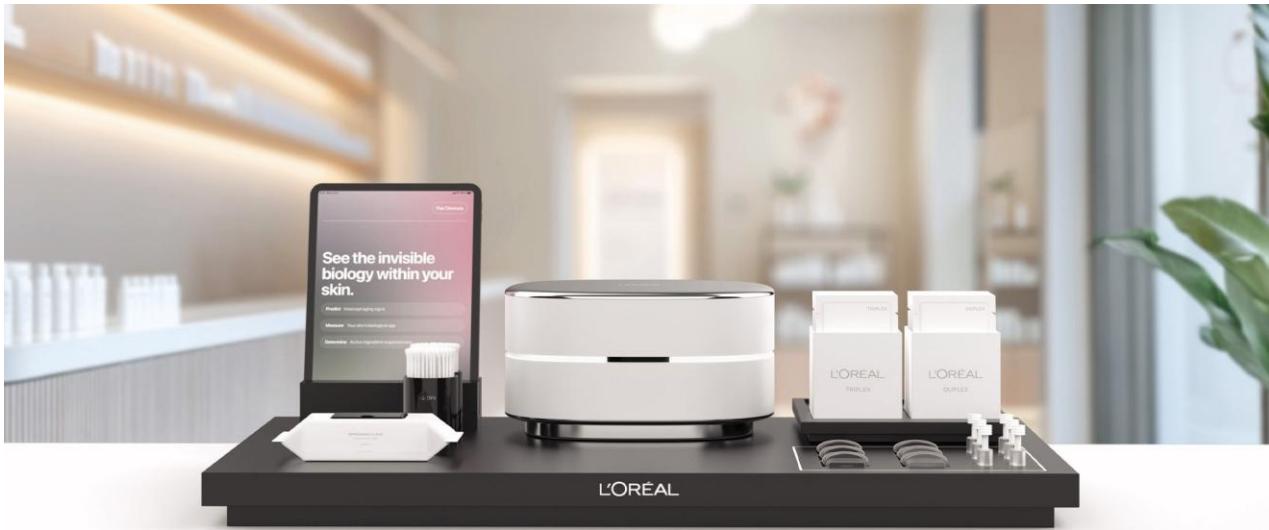




HAPTA incorporates technology originally created by Verily, and results from an intensive co-development process involving accessibility and disability inclusion experts across distinct fields and organizations. Lancôme conducted extensive user testing by L'Oréal R&I teams in the United States and France in 2023 and 2024 to optimize and improve device performance. The beta launch is the final chance for users to share feedback and be part of the co-creation process before the device reaches the global market in Q1 2026.

Lancôme Cell BioPrint



A lab-on-a-chip technology to determine your skin's biological age and predict potential skin issues in just 5 minutes In partnership with NanoEnTek

Introducing Lancôme Cell BioPrint, a revolution in consumer skin intelligence rooted in the field of Longevity Science. A first of its kind lab-on-a-chip skin assessment device using cutting-edge science to enable consumers to understand their skin's aging trajectory and gain insights into the skincare solution that can reverse their skin biological age.

Made possible by L'Oréal's Longevity Integrative Science™, a groundbreaking approach that reveals how mechanisms in the human body can affect skin's appearance, and through an exclusive partnership with South-Korean startup NanoEnTek. Lancôme Cell BioPrint produces a personalised skin assessment in 5 minutes including:

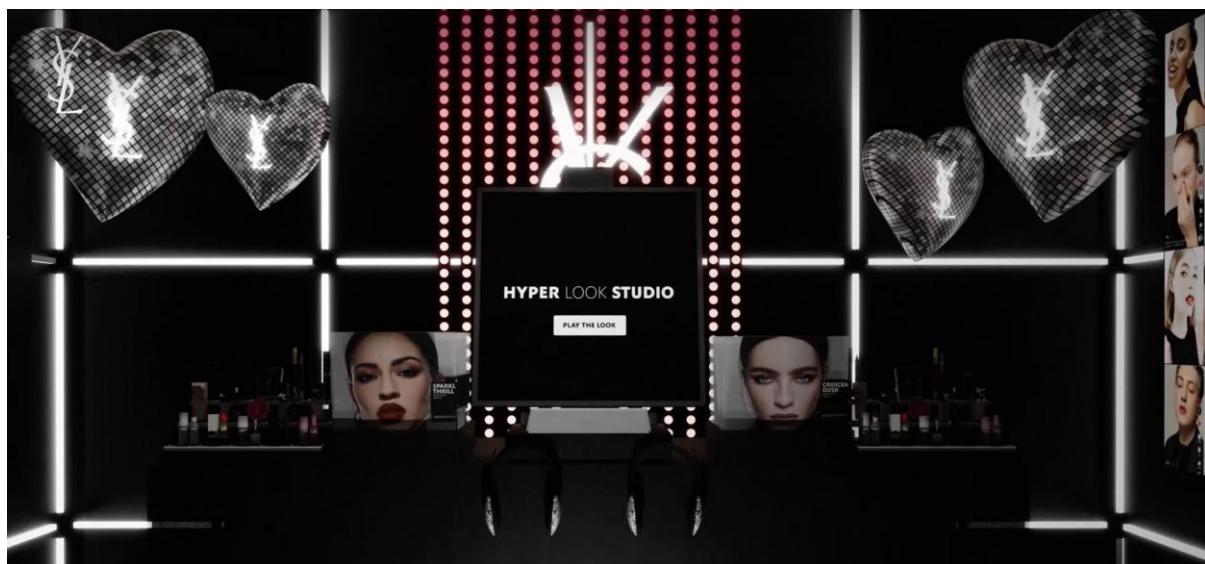
Skin's Biological Age: Lancôme Cell BioPrint can calculate skin's biological age and provide personalised advice on how to extend skin cellular healthspan.

Shifting from Reactive to Proactive Skincare: Cell BioPrint can help predict potential skin concerns before they become visible, enabling users to take proactive steps to help protect their skin's health.

Lab-on-chip technology: Cell BioPrint provides a simple, non-invasive process involving a cheek swab, facial imaging, and a short questionnaire.

Lancôme will be the first brand in the Group to launch at scale in March 2026.

YSL Beauty Hyper Look Studio



Going a step further, L'Oréal Empowers Beauty Brands with trend-driven Virtual Try-On and YSL Beauty is leveraging social inspiration to virtual try-on. **Step into the YSL Beauty Hyper Look Studio — where social media meets high beauty artistry.** This Beautytainment experience fuses trend culture with YSL Beauty's creative edge, inviting guests into a **bold, immersive, tech-powered world.** It begins with the scroll. Guests select a trending beauty moment from a curated social content feed. Instantly, AI pairs the trend with an exclusive YSL Beauty look, imagined by expert artists. Then comes the turntable. Guests choose their vinyl, place it on the YSL Beauty turntable, and activate a transformation sequence. Watch your look come to life through visuals, soundscapes, and ModiFace's technologies, including color matching, Generative AI, and AR. **More than a makeup try-on, the Hyper Look Studio is a cultural portal.** A space to explore identity, set trends, and embody YSL Beauty through technology.

Takami Skin Truth

Built upon 25 years of Dr. Takami's medical expertise and powered by Modiface's tech algorithms, **Takami Skin Truth** utilizes cutting-edge diagnostic tools: **skin connect tool for in-person consultations and an advanced online skin diagnosis platform.**

Central to the Takami philosophy is the concept of Kakushitsu, the outermost layer of skin, also known as the stratum corneum, **Takami Skin Truth focuses on analyzing and understanding the Kakushitsu.** At the heart of the experience is the **Skin Health Index**, a 5-point scale. This simple metric is meant to empower customers to understand their current skin condition and begin a personalized and consistent journey online and offline towards optimal skin health. *Takami will launch both in store and online in September 2025 in China and Japan.*

Rénergie Nano-Resurfacer 400 Booster by Lancôme



RÉNERGIE NANO-RESURFACER 400 BOOSTER is Lancôme's next generation at-home skincare device inspired by professional micro-needling. Designed to boost topical absorption into stratum corneum and to gently resurface skin, it amplifies Rénergie H.C.F. Triple Serum performance on three skin dimensions: wrinkles, dark spots and skin texture for clinical-grade results at the comfort of your own home.

Powered by breakthrough NANO-RESURFACING technology, the device is made of 484 ultra-precise nano-tips to create invisible micro pathways on skin's surface without pain nor skin downtime.

L'ORÉAL GROUPE COMMITMENTS

Diversity, Equity & Inclusion at L'Oréal Groupe



We believe in beauty that is inclusive, generous, and sustainable. For us beauty is about self-expression, empowerment, and self-confidence. We believe that everyone can express themselves through their own individual beauty. When we feel like our true selves, we can do amazing things and have a positive impact for our loved ones, communities, and the planet. We see beauty as a universal aspiration, that can be found in many sources and celebrates everyone.

What does inclusion mean for L'Oréal?

As a company of more than 90,000 individuals of 167 nationalities, L'Oréal has been committed and proactive on diversity, equity and inclusion for over 20 years. Our ambition is to be the most inclusive beauty leader and to contribute to a society in where people can feel safe, equal, respected and valued.

We are committed to being as diverse as the people we serve.

We are convinced that when people of all identities, cultures and backgrounds are accepted and valued, it makes for a stronger company and more harmonious communities. It helps us to offer each and every person around the world the best of beauty: for all skin and hair types, genders, identities, cultures, ages. Diversity, equity, and inclusion fuel the innovation, inspiration and ambition that help us create the beauty that moves the world.

Our actions cover 4 pillars: Socio-economic & Multicultural Diversity; Physical, Mental & Social Well-being; Age & Generations and Gender Equity & inclusion of LGBTQIA+ people, and they are reflected in:

- **Inclusive workplace** for everyone, enabling disclosure by denouncing any form of discrimination, physical or psychological violence and offenses to human rights.
- Accounting for the needs and preferences of **consumers of all identities, cultures, and backgrounds** in developing our products and marketing to respond to the many and varied ideals of beauty.
- **Hiring, promoting, and developing** people of all **identities, cultures, and backgrounds**; and training them in **leadership**.
- Supporting initiatives and **organizations that work for diversity, equity and inclusion**, in the commitments of our Group and its brands.

- Embedding diversity, equity and inclusion in our **Inclusive Sourcing strategy** with our suppliers, empowering women, people of all genders, identities, cultures, and backgrounds **all along our supply chain**, in our “extended company”.

Diversity, Equity and Inclusion Awards & Certifications

FTSE D&I Index: L'Oréal ranked number 5 in the FTSE Diversity & Inclusion Index* Top 100 companies 2024 and 1st among French companies.

Equileap: L'Oréal among the Top 20 in the Equileap Women's Equality in the Workplace Top 100 Ranking 2025.

Disability:IN - L'Oréal recognised in Brazil, Canada, India, Japan, the Philippines, the United Kingdom and the United States by Disability:IN as a “Best Place to Work for Disability Inclusion” in the Disability Equality Index 2025.

Ethisphere Institute: L'Oréal recognised in 2025 for the 16th time as one of the World's Most Ethical Companies by the Ethisphere Institute.

Sustainability at L'Oréal Groupe



For over 25 years, L'Oréal has proactively worked towards a sustainable and inclusive future, seeking to protect the planet's beauty and empowering communities worldwide.

We made choices very early on that were ahead of their time and which have helped us become better prepared to tackle the challenges facing the world today. The L'Oréal for the Future program, launched in 2020, is the latest chapter in this long journey, and continues our deep and long-held commitment to transparent and impactful change. It reflects our conviction that economic performance and environmental and social responsibility are inseparable.

As the world's largest beauty company, we recognize our unique position and responsibility to drive real, meaningful change: from stewarding the climate transition, to safeguarding nature, to driving circularity, and supporting communities, our actions are anchored in the latest environmental science and underpinned by our desire for constant improvement.

Some of our key results in 2024:

- At the end of 2024, L'Oréal reached **97%** renewable energies for its sites.*
- In 2024, **53%** of the water used for our industrial processes came from recycled and reused water.
- In 2024, **66%** of our ingredients in formula were biobased, derived from abundant minerals or from circular processes.
- In 2024, **37%** of our plastic packaging were either from recycled or biobased sources.
- In 2024, **4,5 M** people benefited from our brand cause programs.

*This concerns the operated sites of the Group; excluding security installations. The operated sites include all production sites (factories, distribution centers) as well as administrative sites and research centers. Only sites with more than 50 people are included.

Sustainability Awards & Distinctions

- **EcoVadis 2024 Sustainability Rating:** The Group earned a Platinum medal from EcoVadis. As part of the top 1% of companies assessed by the agency, L'Oréal received recognition for its extra-financial performance in four main areas: Ethics, Environment, Labour & Human Rights, and Sustainable Procurement.
- **CDP A-List:** In 2024, L'Oréal achieved an A score, the highest possible rating, for all three environmental themes assessed by CDP: tackling climate change, managing water sustainably and acting to protect forests. This global non-profit organization encourages businesses to disclose their environmental data and assesses their performance and efforts to pursue transparency. L'Oréal is the only company to have received a triple A for 9 years running.
- **Ethisphere:** In 2024, L'Oréal was named one of the world's most ethical companies for the 15th time, ranking it among organizations with the most advanced ethical business practices.

Focus on the role of L'Oréal Luxe

Within the L'Oréal for the Future program, L'Oréal Luxe is shifting to a more mindful Luxury Beauty, pairing sustainability and desirability. We work to reduce our environmental footprint across our whole value chain.

1. Rethinking the codes of luxury packaging



The very essence of luxury is to create beautiful objects, works of art, that are made to last. Fragrance is the epitome of the art of flaconage. In fragrances, we innovate in various ways to reduce the environmental impact of our packaging.

First, we lightweight our fragrance bottles. For example, we have lightweighted the iconic La Vie est Belle by Lancôme, reducing the weight of glass by 15% without changing the bottle's iconic look. As a result, the equivalent of one million bottles (more than 200 tons of glass) is saved each year. Among male fragrances, the Luna Rossa franchise by Prada has been lightweighted by 27%.

Second, we focus on refills: refills are in line with our vision that true luxury is made to last, and they are also a key lever to meet the L'Oréal for the Future objective of -20% in packaging intensity vs 2019 by 2030 at Group level.

Since 1992, the Mugler Fountain has allowed customers to refill their precious bottles in store. Today there are more than 11,000 Mugler Fountains worldwide, and the iconic Angel Eau de Parfum, Alien Eau de Parfum, and Alien Goddess Eau de Parfum are refillable at the Mugler Fountain.

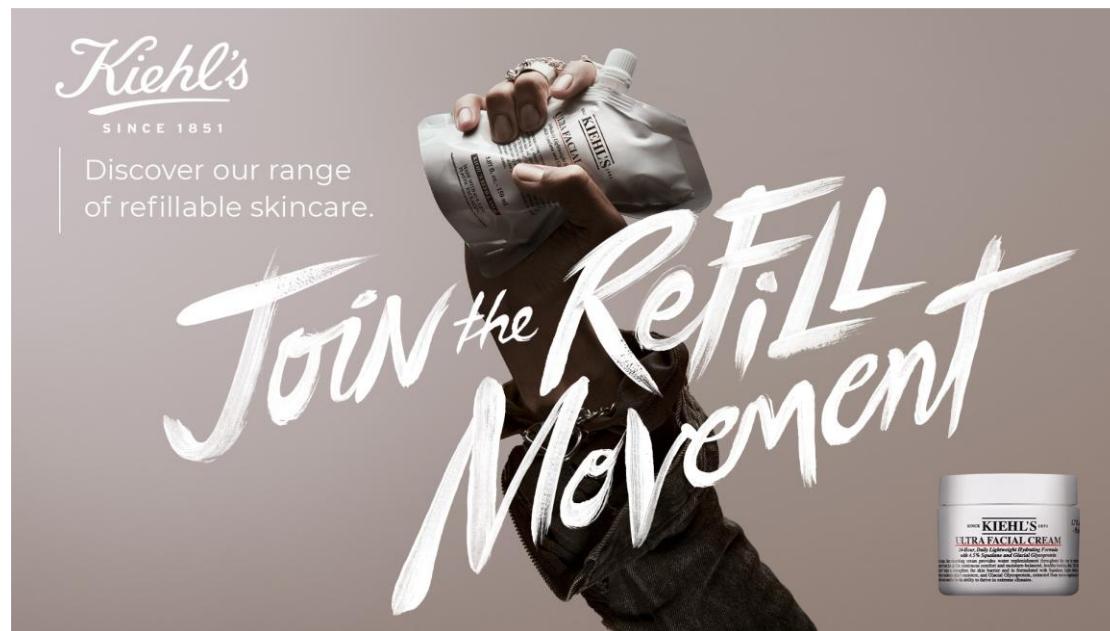
In 2020, L'Oréal Luxe started rolling-out another refill solution: "refills at home". Today, almost 100% of our best-selling fragrances, loved by millions of people, are refillable at home. These include: La Vie est Belle and Idôle by Lancôme, Libre and MYSLF by YSL Beauty, Paradoxe and Luna Rossa Ocean Le Parfum by Prada Beauty, Alien Hypersense by Mugler.

The savings in material are substantial: in the case of Prada Paradoxe, when you buy a 100ml refill instead of rebuying two 50ml Prada Paradoxe you help save 44% of glass, 67% of plastic, and 100% of metals.

Inspired by the success of the Mugler fountain, we have also launched the pilot of a multi-brand fragrance refill fountain, which allows customers to refill their empty bestselling fragrances, such as Lancôme La Vie Est Belle or YSL Libre, directly in store. Today the fountain is present in more than 10 points of sale in France and the USA.

2. Shifting our customers' habits for a more mindful luxury beauty

Beyond developing a large refillable offer, we are also working to shift our customers' habits. How?



Firstly, we are constantly increasing the visibility of refills across the 360° consumer journey: in our advertising campaigns, at our points of sale, on our e-commerce platforms, and at our retailers' stores.

Secondly, we leverage the aspirational power of our brands and the influence of our ambassadors. Several spokes, such as Emma Watson for Prada Paradoxe, Dua Lipa for YSL Libre, Austin Butler for YSL MYSLF, demonstrate how to effortlessly refill their fine fragrance bottle.

In 2025, we went even further in this approach with the "Join the refill movement" campaign: the first global multi-brand, multi-category, multi-channel campaign by L'Oréal, launched on

the occasion of World Refill Day on June 16. With this campaign we encouraged consumers to embrace refilling as a new beauty ritual. We also highlighted the collective power of small actions, creating a sense of community and shared purpose.

3. Crafting Innovative & More Sustainable Luxury Formulas



At L'Oréal, we believe exceptional fragrances begin with exceptional ingredients. This pursuit of excellence drives our commitment to innovative research, resulting in Osmobloom™ – a revolutionary air-capture technology.

Developed by Cosmo International Fragrances and made exclusively available to L'Oréal, this water-free, heat-free, solvent-free extraction process preserves the full complexity of the flower's scent, delivering high-fidelity extracts, true to nature.

Osmobloom™ also allows, thanks to its delicacy, the extraction of flowers considered "mute," such as lily of the valley and hyacinth, previously impossible to capture.

With a dozen ingredients already under development, Osmobloom™ embodies L'Oréal's commitment to innovation and sustainability, shaping the future of fragrance.

4. Ensuring our brands' commitment to environmental and social matters.



Preserving the beauty of the planet also means preserving its **biodiversity**.

Lancôme's Domaine de la Rose - Lancôme acquired the Domaine de la Rose in Grasse in 2020. It represents around 7 hectares dedicated to the preservation of biodiversity, regeneration, and organic polyculture of local species. The Domaine de la Rose is a refuge for biodiversity: over 280 species of flora and fauna were identified there in 2023. In November 2023, Domaine de la Rose obtained the UNESCO emblem for the safeguarding of the Intangible Cultural Heritage of Grasse Perfume Savoir Faire.

Our L'Oréal Luxe brands, with their aspirational power and large share of voice, have also increasingly been raising awareness and taking action on key social causes, in partnership with leading NGOs around the world.

YSL Beauty “Abuse is not love” – Abuse Is Not Love is YSL Beauty's global initiative dedicated to preventing and combating intimate partner violence (IPV). With 1 in 3 women experiencing IPV in their lifetime—whether sexual, physical, psychological, or financial—this program focuses on educating individuals about the nine warning signs of abuse. Currently active in markets around the world spanning 5 continents, Abuse Is Not Love aims to educate 2 million people globally by 2030. The initiative is built on four key pillars: supporting local non-profit organizations, educating YSL Beauty teams worldwide, contributing to thought leadership through academic research, and wide scale awareness campaigns.



Decode the Scent!

You have now explored the captivating world of Luxury Fragrance, delved into the essence of **unparalleled products and experiences, and understand how pure creativity, pioneering tech & science, and bespoke services** are shaping its future. With this initial knowledge, you are ready to tackle the L'Oréal Brandstorm 2026 mission. It's your turn to **craft the future of luxury fragrance**, designing groundbreaking solutions that will redefine the olfactory landscape. The power is in your hands – make it happen!

Hear from our alumni: Read the powerful story from our Brandstorm 2025 finalists [Click here to access the article](#)