

L'ORÉAL
BRANDSTORM

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BRANDSTORM 2024 MISSION DOCUMENT

Introduction

Dear Brandstormers,

We are happy to share with you all the key information regarding your Brandstorm 2024 mission. It is equally as challenging as today's evolving business landscape, so that you can test yourselves on a real case within the context of today's business environment. We hope that you will learn, innovate, and enjoy this mission!

The different steps & deadlines of the competition will be communicated to you on your country challenge page on brandstorm.loreal.com by your local Brandstorm manager. Do not hesitate to contact them if you have any questions and stay tuned to your challenge page for updates and all things Brandstorm! (Smile emoji) (rocket emoji).

Brandstorm 2024 Mission – What We Expect from You

Your Brandstorm 2024 mission is to:

REINVENT THE FUTURE OF PROFESSIONAL BEAUTY THROUGH TECH

Your playing fields:

O+O EXPERIENCES, AUGMENTED SERVICES, E-COMMERCE

We are inviting you to reinvent the professional beauty experience for consumers across the world, online and offline, to drive engagement, emotion and a sense of community.

We are inviting you to put augmented technologies at the service of beauty professionals, to help them guide, diagnose, and predict consumers' needs.

We are inviting you to envision e-commerce models that transform the professional beauty marketplace, perfectly intertwining online and offline interactions for consumers, in our quest to become the most powerful destination for professional beauty.

L'ORÉAL INSIGHTS FOR YOUR MISSION

L'Oréal Brandstorm 2024 is brought to you in partnership with L'Oréal's Professional Products Division (PPD), a division that is tied intrinsically to L'Oréal's foundations.

Professional Products Division (PPD) founded the L'Oréal Groupe more than 110 years ago, with a disruptive innovation that changed the rules of hair colour, through the invention of the world's first harmless hair dye, L'Oréal, which fast became a hit with hairdressers across Europe.

About L'Oréal Professional Products Division

What is Professional Beauty?

Professional beauty is the crossroad of stylists' craftsmanship to delivery tailor-made results to consumers and superior performances products powered by research and most advanced technology.

With stylists at heart, accelerated by tech, data and Gen AI, professional beauty aims to elevate the consumer experience with an inclusive and sustainable by design approach in an omnichannel ecosystem.

Market Insights

The Professional Products Division recorded, in 2022, 4.5B€ with a strong growth, at +10.1% like-for-like and +18.3% reported.

The Division strengthened its position in the professional beauty market, maintaining its growth momentum across all geographic Zones, with outstanding performances in mainland China, India and Brazil. It continued to perform in all distribution channels – in salons, in its SalonCentric network in the United States and in e-commerce – again confirming the success of its omnichannel strategy.

Growth in the premiumising haircare market was largely driven by the performance of Kérastase, whose sales exceeded the symbolic one-billion-euro mark for the first time, and Série Expert by L'Oréal Professionnel, with the success of the Metal Detox innovation. The Division also achieved growth in hair colour, with its iconic lines Shades EQ by Redken and Inoa by L'Oréal Professionnel.

As the industry leader, the Division continued to involve all its partner hairstylists in the sustainable transition with the rollout of its “Hairstylists for the Future” program.

L'Oréal PPD: A Division in Transformation

L'Oréal PPD has entered a new ERA! An **era of reinvention**. Tech is redefining our value proposition towards consumers and stylists.

Today, we are leveraging TECH opportunities at EACH and EVERY level of the VALUE CHAIN, in each and every interaction with our stakeholders.

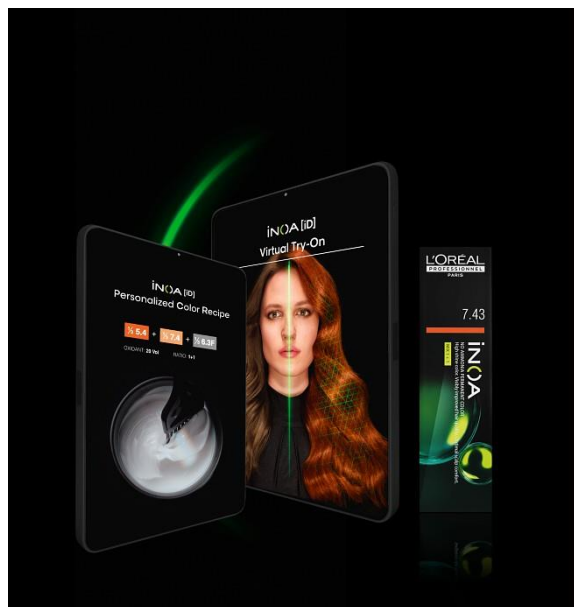
Today, Tech is in every fiber of our thinking – From product conception to client experience, from stylists' management to client satisfaction.

With stylists at heart. And Tech as our accelerator.

Tech Reinventing the Experience

My Hair [iD]: The All-in-one app that Every Stylist Needs

L'Oréal Professionnel's My Hair [iD] app powers stylists' expertise to provide professional diagnosis, new and improved Virtual try-on (VTO), inspiration, and much more through in-built tailor-made tools that include:

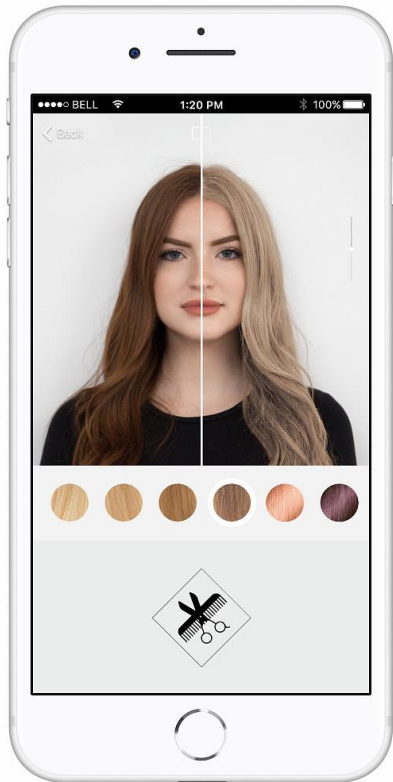


iNOA [iD]: The first in-salon augmented colour service for professional diagnosis and VTO to define the ideal shade combination. It includes more than 4K formulas powered by oil and personalized with tech available at stylists' fingertips.

Metal Detox: Aids in the identification of metal exposure of the client's hair and recommends the perfect haircare routine.

Style My Hair: Putting Artificial Intelligence to Work for Consumers through Virtual

L'Oréal Professionnel's Style My Hair app lets consumers try out an augmented reality hair makeover. The innovative tool harnesses revolutionary technology and reflects L'Oréal Professionnel's determination to offer users an ever-wider array of services.



First released in 2015, the app was originally designed as a makeover tool, before evolving to become a service platform for hair stylists and consumers.

The new version offers an augmented reality experience: users can get a 3D makeover, film themselves in real time, and try out different looks right on their phone.

To do that, it developed a mixed deep learning* model based on two artificial neural networks. These networks are trained to use 220,000 images to recognize the shape and structure of each individual strand, as well as the overall shape of the user's hair. The result is hair texture and colour that really match reality.

The app is also a platform for connecting stylists and potential customers. A geolocation system allows users to find the nearest salon. They can also contact their favorite salon directly and send pictures of their new look. The realistic simulations provided by the app are designed to make stylists' diagnostic work easier and fuel the conversation between stylists and their clients.

The Metaverse as a Playground



Discover Gravitas: New hairstyles created in collaboration with a CGI artist and a global hairstylist.

In November 2022, L'Oréal Professionnel became the first hair brand to enter in the metaverse with five looks available on Ready Player Me. In collaboration with a CGI artist, Evan Rochette, the brand created diverse virtual hair looks for cross-gaming avatars. Thanks to the success of this first launch with hairstyles ranked in the top 5 of the most downloaded looks on the platform.

In addition to Ready Player Me, the world-leader in avatars for multi-app use, Gravitas, will be available on Roblox as well as Zepeto platforms for a projected reach of 234.5 M and over 40 million games combined.

A Digital Boost for Consumers

At the same time, hair salons are trying new things to increase their appeal and footfall. New business models, such as shared salons, have started to catch on. Electric Space, in the heart of London’s Soho neighborhood, is just one example. The Division is spearheading the industry’s digital transformation with an approach that focuses simultaneously on both professionals and consumers. It now offers distribution services, educational resource platforms, connected tools for salons and virtual try-ons, as well as online appointment booking via applications like Booksy, Planity and Wavy. Professional beauty is constantly reinventing itself.

Innovation in Diversity, Equity & Inclusion

The Professional Products Division is striving to embody these principles through its **brand causes, campaigns, products and education efforts** as well as its **internal recruitments**.

We represent all humans and all hair types, at all price points.



Brand Causes that Foster Inclusion

Kérastase Power Talks: For several years, Kérastase has conducted research and studies to better understand the topic of women’s confidence. 74% of women think they lack confidence in their career-defining moments*, and there are major gaps in how women view their ability, their work relationships, and their future potential compared to men. Not only does a lack of confidence infringe on women’s mental wellbeing, but it also inhibits them from gaining the opportunities they deserve.

Kérastase’s initiative will focus on supporting local female mentoring programs. On a global level, Kérastase is partnering with Step Up, a US-based non-profit organization dedicated to accelerating the personal and professional development of young women and those who identify with womanhood. Together, they will implement “flash mentoring” programming, based on the idea that one powerful conversation can have a profound and enduring impact.

Innovative Products for All Hair Types

Curl Manifesto, by Kérastase: Curl Manifesto is an 8-piece luxury curl care range that responds to the desires and challenges of women with wavy to curly, very curly or coily hair. With a unique combination of hydration, strength and definition, the range infuses intense care into all three types of curly hair. At last, luxury meets performance in a hair care line that empowers women to wear their curls with pride and confidence. With Curl Manifesto, we celebrate all types and textures of hair, and further our ambition to provide the best of professional luxury hair care for all women.

Curl Expression, by L'Oréal Professionnel: L'Oréal Professionnel Paris has begun to ask: what if more hair pros had the products, tools and skills to care for curly hair confidently? We want hair pros to become the most reliable source for care for all types of hair, including all patterns of curly hair. We have worked with curly hair experts to develop a comprehensive line of products for professional-level curl care, as well as Curl Keys, an extensive education program that gives hair pros the skills they need to become true experts on curl care.

Redken packaging includes Braille on the outer pack.



A Curl Can Dream, by Matrix: The A Curl Can Dream collection was developed with three diversity hair experts, including Matrix Artistic Director Michelle O'Connor. Tested on over 300+ women, the formulas were created to ensure they're compatible with a broad spectrum of curl types and textures.



The products were also vetted via the Hair Diversity Matrix, a Matrix brand proprietary scoreboard that's made up of four key hair dimensions – natural hair color levels, underlying pigments, hair diameter, and pattern – to ensure the portfolio addresses the unique needs of every hair type.

Mizani: High quality, performing products to service the unmet needs of Black salons, stylists and consumers. Born from a demand, created by texture experts, tested with every level of curl and coil, and designed to support the style chameleons across the world.

Beyond Products: Tech Reinventing the way we Serve our Stylists

A Digital Boost for Stylists

"I have a deep admiration for hairdressers. They are both extraordinary artists and gifted craftsmen with exceptional *savoir-faire*. For L'Oréal, they are a source of continuous inspiration, progress, and reinvention. Since day one, we are united by a relationship of trust and respect, and committed to offer the best of beauty to all."

Jean-Paul Agon, Chairman of L'Oréal since 2011 and Chief Executive Officer from 2006 to 2021.

Professional hairdressing is expanding more and more beyond the walls of traditional salons. Sixty percent of hairdressers in the United States are self-employed, and with the same trend sweeping across the United Kingdom.

L'Oréal can count on its powerful, databased digital ecosystem to keep pace with the phenomenon and meet the latest needs of independent hairdressers. The Division has digitalized its training catalogue, which is now available in over a hundred countries via its online academy, L'Oréal Access. Stylists can use it to boost their skills thanks to a wealth of content, including tutorials and teaching modules focused on trends and Division products.

The Division has also digitalized sales via the B2B ordering platform, L'Oréal Partner

Shop. In the United States, Professional Products has innovated with the launch of its first digital marketplace exclusively for beauty professionals. The platform sells products by SalonCentric, a network of brick-and-mortar stores for professional hairstylists, as well as related products and services. The Division continues to support hairdressers as the market evolves.

Tech Creating the Most Powerful B2B Ecosystem in the Professional Beauty Industry

SalonCentric Online Marketplace: The Indisputable Leading Professional Beauty Distributor in the US

SalonCentric is the first ever marketplace dedicated to beauty professionals. It is a powerful partner for hairstylists in the United States. Originally known for its brick-and-mortar stores and sales teams dedicated to reaching beauty professionals, SalonCentric launched its online sales platform and application SalonCentric Marketplace in 2022, providing digital access to a vast catalogue of products and services.

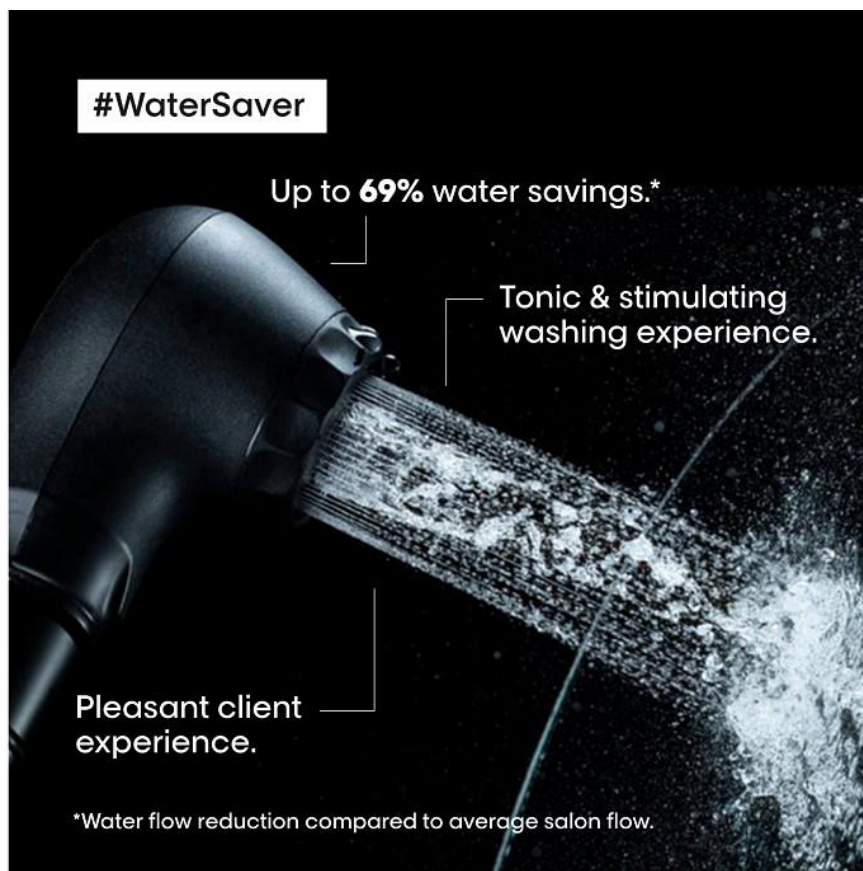
Hairdressers receive support every step of the way on the path to purchase, learning about the brands, special offers, and events. The platform also includes a feature that allows them to create lists and manage their stock, leaving them more time to spend with clients and connect to their community. SalonCentric is a one-stop-shop for inspiration, education and innovation in both digital and physical formats.

Tech Redefining the Way we Protect our Planet

For many years, L'Oréal's Professional Products Division has been committed to sustainability. We have embedded sustainability throughout our value chain from our products' packaging and formulas to their production and transportation. Today, the division is going even further with the launch of the **Hairstylists for the Future program**, that features 3 in-salon sustainable commitments on managing waste sustainably, managing water sustainably, and transitioning to renewable energy. This initiative will continue to transform the hairstyling industry and embark hairstylists around the world on the sustainable journey.

On managing waste sustainably L'Oréal is partnering with local waste management providers to deliver recycling solutions for the different materials used in salons, such as aluminum tubes, plastic bottles and even hair. In 2022, we have collected more than 120 tons of waste.

On **managing water responsibly**, L'Oréal has partnered with the Swiss start-up Gjosa to develop the L'Oréal Professional Water-Saver showerhead. It is the first handshower leveraging patented water fragmentation technology to save up to 69% water at the backbar (water-flow reduction compared to average salon's flow). Furthermore, it has an equal rinsing result to standard backbar showerheads.



On **transitioning to renewable energy** and to lower salons' energy footprint, the Division is creating partnerships with local renewable energy contractors to provide beauty salons with exclusive offers.

On Products:

- 64% of our products are made in plants using 100% renewable energy,
- 45% of our products are made in “water loop” plants, where the only withdrawals of water are for human consumption and as a raw material in L’Oréal products. All the rest of the water used in these industrial processes is recycled and reused in a loop.
- 38.4% of our products are made from bio-based/recycled plastics – the highest rate of any division.
- L’Oréal Professionnel Series Expert bottle are made of up to 95 % recycled plastic.
- 177 Redken products have been awarded highly esteemed Cradle to Cradle Product Certifications, a globally recognized, preferred product sustainability certification.
- -Matrix shampoo and conditioner bottles in the US are made of recycled plastic.
- Kérastase shampoo bottles are made with 95% recycled plastic and the brand has just launched its first refillable shampoo bottles.

Drivers of the Tech Transformation @ L'Oréal PPD

Powerful Brand Portfolio



In 2022, L'Oréal PPD outperformed the market in its two key categories: haircare and hair colour, fuelled by breakthrough innovations and supported by the breadth of the brand portfolio. From [Kérastase](#) and [L'Oréal Professionnel](#) to [Redken](#), [Matrix](#), [Biolage](#), [Pureology](#), [Shu Uemura Art of Hair](#), [Mizani](#), & [Pulp Riot](#), L'Oréal PPD has the strongest portfolio of professional brands in the industry, covering all hair needs at all price points.

In haircare, for the first time, Kerastase passed the symbolic billion-euro mark and keeps accelerating through the ongoing success of its two blockbusters: Genesis and Blond Absolu. Spurred by the Metal Detox disruptive innovation in haircare, L'Oréal Professionnel recorded double-digit growth. In hair colour, growth is driven by the blockbuster range Shades EQ by Redken, enhanced by powerful innovations like the Shades EQ Bonder Inside.

Stylists at the Heart

A key transformation at L'Oréal PPD is a **reinvented relationship with hairstylists**. The Division continuously adapts to an ever-evolving market, characterised by the rise of independent stylists, and capitalises on its offline capabilities while enhancing online capabilities. Digital now drives our relationship with salons and stylists.

PPD digitalised its commerce, thanks to the B2B ordering platform, L'Oréal Partner Shop. PPD also digitalised the education process thanks to the online academy, L'Oréal Access. In the US, the division recently launched the first-ever marketplace dedicated to beauty professionals. This platform offers stylists an extended range of products and services by leveraging an ecosystem of best-in-class industry suppliers.

As the industry leader, L'Oréal PPD continues to drive the transformation of the industry thanks to powerful digital innovation, coupled with a deep commitment to sustainability and diversity.

Omnichannel Strategy

An additional key transformation is a **reinvented relationship with consumers**. Today, the Division is truly omnichannel. In order to recruit new consumers at scale in premium haircare, L'Oréal PPD continues to capitalise on its strong salon footprint, where it leverages the fantastic power of stylists' advocacy and professional expertise. The Division also goes further by accelerating in e-commerce and progressively extending its distribution in specialty retail. E-commerce and specialty retail now represent 30% of the Division's total turnover.

B2B Platforms

The industry is being reshaped by the rise of independent stylists. To reach all stylists, independent or not, L'Oréal PPD has continuously adapted to this evolution. Digital now drives its relationship with all hairstylists:

- Through commerce, thanks to our platforms, L'Oréal Partner Shop and Salon Centric.
- Through education, thanks to our online academy, L'Oréal Access.

Digital Acceleration at L'Oréal PPD

In Focus: L'Oréal Professionnel Paris

Digital's explosion into every aspect of daily life marked a turning point for the brand's relationship with stylists, and stylists' relationship with their customers. The digital transformation of the brand's education offer opened up new interactions and scaled-up training - with Access, the site grouping the brand's entire portfolio of training content, now accessible 24/7.

Digital also transformed the relationship between women and stylists. Hair appointments could now be booked online, while a rise in augmented reality apps gave customers a better preview of looks from both a cut and color viewpoint. Style my Hair and Style My Hair Pro, powered by Modiface technology, facilitated the initial conversation between stylists and women to align on the desired result.

Taking learning to the next level, L'Oréal Professionnel Paris revamped its approach to education with a complete digital ecosystem alongside a hands-on experience. The brand's entire catalogue of training and expertise is open to all stylists upon a simple sign-up to the online platform Access. For each innovation, whether it's Scalp Keys, Color Keys, or Curl Keys, L'Oréal Professionnel Paris provides the pathway to success: certifying content, entertaining mini episodes, interactive quizzes and more, hosted by industry names.

For a world of inspiration, the L'Oréal Professionnel Paris social media community connects 9 million hair pros & hair lovers from around the world to interact and share cross-cultural content. "We are taking information that is important for pros to understand on a fundamental level and giving it to them in a super fun way." explains Min Kim, Color guru based in New York and L'Oréal Professionnel Paris' ambassador.

L'OREAL GROUPE COMMITMENTS

L'Oréal Groupe BeautyTech Transformation

L'Oréal has always been obsessed with finding new ways to bring value to consumers: innovation at the heart, embedded in strong commitments as highlighted in the Group's Sense of Purpose and our mission "Create the Beauty that moves the world".

Being a Beauty Tech company and embedding tech services within our business model has become a crucial part of how we offer better products and experiences.

At L'Oréal we believe that being ahead of the innovation curve comes with great responsibility, and we want tech to be a force for good and contribute to creating and maintaining a sustainable, responsible, and inclusive digital economy and ecosystem.

There are massive opportunities for tech innovation and commitments in Beauty, since Beauty itself is fundamentally social.



As L'Oréal's Deputy CEO, in charge of Research, Innovation & Technology Barbara Lavernos said:

"Our 4,000 researchers around the world have a single obsession: to innovate and offer our consumers, through our Brands, the best of science and create unequalled beauty experiences that meet the infinite diversity of their needs and aspirations."

With the declared ambition of becoming the number one Beauty Tech company, L'Oréal's transformation programme was ramped up considerably in 2020. The Group is equipping itself to provide consumers with unmatched experience in terms of augmented products and services while helping its employees embrace new ways of working and interacting.

Further reading on the Digital Transformation at L'Oréal: [L'Oréal Group: Decoding Digital Transformation \(loreal.com\)](https://www.loreal.com/en/digital-transformation)

Beauty Tech Innovation in Focus: Lancôme HAPTA

Recognizing the 50 million people around the world who have limited fine motor skills, Lancôme HAPTA, a smart makeup applicator designed for people with limited arm mobility, has been included in [TIME Best Inventions 2023](#) under the accessibility category.

Lancôme HAPTA is the world's first handheld, ultra-precise, smart makeup device for people with limited arm mobility which helps them apply makeup at home. It follows in the footsteps of previous TIME honorees, the L'Oréal Colorsonic hair color applicator (2022), the L'Oréal Water Saver showerhead (2021), and the L'Oréal Perso (2020) and SkinCeuticals Custom D.O.S.E (2019) personalized skincare devices.

"It is an honor to be chosen for the fifth year in a row in the TIME Best Inventions of the year list, which showcases our belief that the future of beauty lies between science and technology. Our unique, AI motion-learning HAPTA innovation truly embodies our mission in L'Oréal, which is to create the beauty that moves the world" said **Barbara Lavernos, Deputy Chief Executive Officer in charge of Research, Innovation and Technology, L'Oréal Groupe**. *"It is our utter dedication to ensure that all people in the world, no matter their motion limitations, can have access to our industry to achieve their unlimited desires."*

"HAPTA was born out of an incredibly exciting project with Verily, Alphabet's health tech arm, to help people with mobility challenges by using AI and motion-detection to supplement their natural movements with improved range of motion to guide makeup application" said **Guive Balooch, Global Managing Director, Augmented Beauty and Open Innovation, L'Oréal Groupe**. *"Lancôme HAPTA is a great example of our Groupe's values embodied in a Beauty Tech device that empowers an underserved population to more easily express themselves through beauty."*

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 86,000 individuals of 167 nationalities, operating in 150 countries, L'Oréal has been committed and proactive on Diversity, Equity & Inclusion for over 15 years. Our mission is to be the most inclusive beauty leader in the world and to contribute to a society in which everyone can live safely, peacefully, and equally.

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, this makes for a stronger company and more harmonious communities. Diverse teams with diverse perspectives are more adept at understanding different ideals of beauty, serving a diverse range of consumers and seizing opportunities. Diversity, equity, and inclusion fuel the innovation, inspiration and ambition that helps us create the beauty that moves the world.

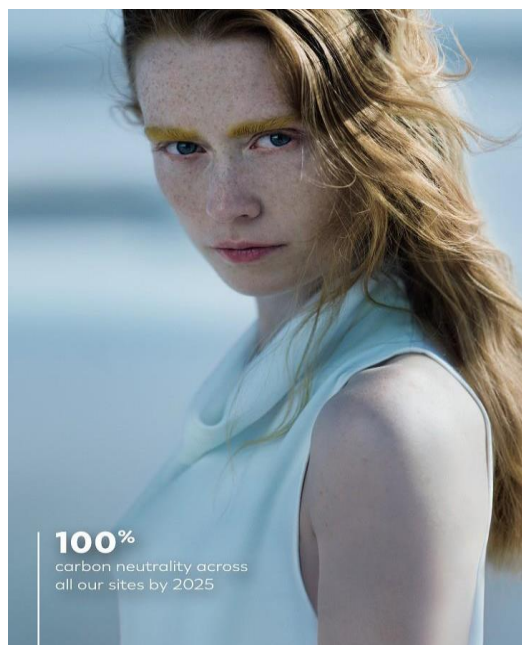
Our actions cover 4 pillars: Gender Equity and LGBTQIA+; Socio-economic & Multicultural Origins; Health & Disability; and Age & Generations, and they are reflected in:

- **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 inclusion**, in the commitments of our Group and its brands.
- Embedding DE&I 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”

DE&I Awards & Distinctions

- **Living Wage Certification:** In 2023, L'Oréal was awarded the Living Wage Employer accreditation by Fair Wage Network, in recognition of our status as a committed global Living Wage employer. This accreditation follows a rigorous process, based on anonymous employee surveys selected randomly by Fair Wage Network in the markets in which we operate.
- **Bloomberg Gender-Equality Index:** L'Oréal was recognized in Bloomberg's 2021 Gender-Equality Index (GEI) for the 4th year in a row. This recognition underlines the Group's long-term commitments to Diversity & Inclusion and to empower people of all genders.
- **Equileap:** In 2021, Equileap recognized the Group's commitments towards diversity and inclusion, in particular gender equity. L'Oréal was ranked fourth in the international ranking, and first in France.
- **Refinitiv D&I Index:** In September 2021, L'Oréal was, once again, one of the world's top 100 companies according to the 2021 Refinitiv Diversity & Inclusion Index. Refinitiv Diversity & Inclusion Index (formerly known as the Thomson Reuters D&I Index) ranks the top 100 organizations globally on a wide-ranging set of Diversity & Inclusion metrics among the over 9,000 international organizations it assesses.

Sustainability at L'Oréal Groupe



Innovation can also contribute to the sustainable transformation of our activities.

Very early on, L'Oréal became aware of the need to respond to environmental challenges. As an industrial company, it decided that tackling the environmental impact of its factories and distribution centers was the most obvious first step, and a necessary one, to begin its transformation process.

Since 2005, the Group has reduced the CO2 emissions of its plants and distribution centers by 81% in absolute terms, exceeding its initial target of 60% by 2020, while production volume increased by 29% over the same period.

L'Oréal For The Future - Our Sustainability Commitments For 2030

L'Oréal has decided to take its efforts even further through a program called “L'Oréal for the Future”. Our commitments towards 2030 mark the beginning of a more radical transformation and embody our view as to what a company's vision, purpose, and responsibilities should be to meet the challenges facing the world.

Sustainability Awards & Distinctions

- **EcoVadis 2022 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.
- **Vigeo Eiris Ranking:** In 2021, L'Oréal came 1st in all categories of Vigeo Eiris' ranking, an international extra-financial rating agency that looks at companies' governance, and their social and environmental performance. This recognition allows L'Oréal to be included in the CAC40 ESG Index.
- **CDP A-List:** In 2021, 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 6 years running.
- **S&P Global Ratings:** In November 2021, L'Oréal received an ESG Profile Score of 77 out of 100, one of the highest globally. Combined with a strong Preparedness Score (+8), the company's overall ESG Evaluation Score reached 85. Our ESG Evaluation reflects our ability to deliver a strong ESG performance thanks to our leadership's commitment to a comprehensive and ambitious sustainability strategy.

Evaluation Criteria

Evaluation criteria at every step of the competition

At each step, the projects will be evaluated out of 14 points. The criteria are detailed below.

EVALUATION CRITERIA		MAX POINTS
INNOVATIVE		2
TECH-DRIVEN		2
SUSTAINABLE		2
INCLUSIVE		2
FEASIBLE		2
SCALABLE		2
TEAM SPIRIT & DIVERSITY		2
TOTAL GRADE		14

What are we expecting from you?

Innovative - We want you to **be bold** and bring to the table the **products and solutions never seen before**

Tech-driven - We want you to incorporate into your project **the newest technology developments**.

Sustainable - We want you to take the responsibility and be mindful of the impact that your project will have on the planet and to be aligned with **L'Oréal for the Future commitments**.

Inclusive - we want you to be mindful of diverse needs in our society to **not exclude** any particular social groups, and to make your project **as equally accessible as possible** to all potential users.

Feasible - we want your project to be **realistic and possible to implement**.

Scalable - We want your project to be **achievable on a big scale**.

Team Spirit & Diversity - We want your team to be diverse & complementary and show your team spirit during the pitch

Deliverables & Framework

For the first stage of competition, you are asked to produce:

- **1-min pitch video (mp4 format) explaining their idea and**
- **Power Point presentation (ppt, pptx or pdf format, introduction + 3 content slides).**

Both the video and slides should be interchangeable, meaning that both fully present the key elements of the submitted idea.

In the **video** focus on pitching your idea, be as creative as you want, and make sure that you intrigue the viewer with your concept. You do not have to be present in the video, as well as all members of the team are not obligated to be present together – the format is your choice.

Use **slides** to give more information about the solution, e.g., how it is feasible and scalable, how does it align with sustainability and inclusivity.

Use the frame below to help you develop and pitch your project:

OBJECTIVE	EXPLANATION
Focus your project on a L'Oréal business scope (remember that it must be scalable)	Please choose what of the below scopes your project will cover: <ul style="list-style-type: none"> ○ L'Oréal Groupe (project scalable to all the group) ○ L'Oréal division (project focus only to a division of the group) ○ L'Oréal brand (specific focus on a brand) ○ L'Oréal products & services axis (focus only on a business axis, e.g.: the fragrances, the skincare diagnosis...)
Elevator pitch: Describe your innovation in one simple paragraph	In few sentences present your concept and explain what makes your solution innovative
Why and how is your solution tech-driven? What technologies will it utilize?	Explain your choice of technology for the solution and how it will enable or enhance it
Does your solution align with sustainability and inclusivity commitments of L'Oréal?	Show how your solution is sustainable and inclusive e.g., choice of materials, target group
Is your solution scalable at a worldwide level?	Explain if it would be possible to introduce your solution globally and why
Would it be feasible in term of cost and profitable? What would be approximately the selling price?	Be aware how realistic your solution is, but don't focus on the price, it can be based on estimations You don't have to build a business plan; we are interested in hearing your idea more!
Describe the Key Performance Indicator (KPI) you will use to assess the success of your innovation.	How will you measure success of implementation of your solution, e.g., number of users, sold units, engagement

