Beat: Technology

L'OREAL WITH COMMITMENT TO BEAUTY MORE PERSONALIZED, INCLUSIVE & RESPONSIBLE

BEAUTY FOR EACH, POWERED BY BEAUTY TECH

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USPA NEWS - Reinforcing its Commitment to Beauty that is more Personalized, Inclusive and Responsible, at Viva Technology in Paris, L'Oréal unveiled Innovations that deliver "Beauty for Each, Powered by Beauty Tech". They include a Portfolio of Cutting-Edge Skin and Hair Diagnostics, a GenAI-Poweredpersonal Beauty Assistant, a GenAI Beauty Content Lab called CREAITECH to augment Creativity, a rRvolutionary Hair Dryer based on Infrared Light Technology, a Micro-Resurfacing Device for Advanced Skincare Performance, and the most Realistic, Human Skin-Like Technology Platform for Scientific Research and Product Testing.

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Made Possible by the Convergence of Biology, Mechanics and Electronics, Skin Technology by L'Oréalmore closely mimics the Vast Diversity of Real, Human Skin, including Conditions such as Eczema and Acne, as well as the Ability to tan and heal from Injury. L'Oréal is currently working with Start-Ups and Renowned Institutes Worldwide on further developing the Technology to enable Skin that can actually feel. Skin Technology promises to raise the Standards of Product Testing and encourage Beauty without Animal Cruelty – a Commitment of L'Oréal's since 1989.

- BEAUTY TECH FOR CONSUMERS

* Kiehl's Derma-Readerevaluates Customers' Skin using Clinical Imaging Technology, measuring over 11 Skin Attributes both on and below the Skin Surface and recommends Appropriate Ingredients and Lifestyle Tips in addition to a Targeted Routine to add into the Customer's Daily Skincare Routine.

* Lancôme RENERGIE NANO-RESURFACER| 400 BOOSTERis a Beauty Device that has been specifically developed to boost Cosmetic Penetration into Stratum Corneum and amplify Product Performance. This Device is powered by breakthrough Patented Nanochip Technology made of more than 400 Ultra-Precise Nano-Tips for Clinically Tested Results at Home.

* L'Oréal Paris Beauty Geniusis a Gen AI-Powered, all-in-one Personal Beauty Assistant that offers its Users Personalized Diagnostics and Recommendations, enabling Consumers to learn anything about Beauty simply and easily.

* L'Oréal Professionnel AirLight Prois a Revolution in Hair Drying that is better for the Hair and the Environment. Made for both Beauty Professionals and Consumers at Home, AirLight Pro combines Infrared Light with High-Speed Wind to efficiently dry Water on the Hair's Surface, helping provide better Hair Quality and resulting in Smooth, Shiny Hair for each Individual.

* L'Oréal Professionnel My Hair [iD] Hair Readeris a Unique Hair Color Analyzer which uses Ultra-Precise Optics to analyze Hair Health and measure Hair Color, including Natural Color and Color on Lengths, Gray Percentage, Hair Fiber Diameter and Density to offer Consumers the Right, Personalized Hair Color every single Time.

- BEAUTY TECH FOR INDUSTRY

* Skin Technology by L'OréalFor over 40 Years, L'Oréal has led reconstructed Human Skin with State-Of-The-Art Testing Models for Biological and Dermatological Research. Skin Technology by L'Oréal combines the best of Biology, Mechanics, and Electronics to create Inclusive Testing Models that mimic the Complexity of Human Skin, raising Testing Standards in the Cosmetics Industry, while enabling Players in Health Industries, Start-Ups and Research Institutes to benefit from this Expertise.

* L’Oréal CREAITECH GenAI Beauty Content Lab Over the last eight months, the CREAITECH Gen AI Beauty Content Lab has used the WPP NVidia Engine as well as several other Large Language Models, Diffusion Models and Partners. A Safe Space for Experimentation, the Groupe has tested more than 20 Gen AI Tech and conducted dozens of Workshops with their Brands to create more than1,000 Beauty Images. Further to this, CREAITECH is pioneering the development of Brand Custom Models, trained with the Essential Codes of L’Oréal Brands, to generate Brand-Compliant Content. La Roche-Posay and Kérastase are First Movers, utilizing this Tailored Service in their Content Creation Process.

* New Codes of Beauty: Creator EconomyL'Oréal Groupe and Meta unveil the New Codes of Beauty Creator Program to empower the Next Generation of 3D, AR, and AI Creators and explore new Creative Frontiers in Beauty. The Brands L'Oréal Paris, Lancôme, and La Roche-Posay are pioneering and embracing these New Creative Territories through Collaborations with a Squad of 30 Creators Adept at leveraging Cutting-Edge Tools and Techniques. The Goal is to unleash Technological Creativity in a Rising Creator Economy.

- DIGITAL SUSTAINABILITY

As the World’s Fourth Largest Advertiser, L’Oréal is committed to lead and enable the Industry to measure the CO2 Emissions generated by their Digital Activities and to identify Levers to reduce their Environmental Impact. At VivaTech, l'Oreal highlighted Three Partnerships that permit them to strive for 360 Digital Sustainability:

* IMPACT+, a French Sustaintech Startup that allows to measure the Digital Media Carbon Footprint,
* ADGREEN, a Greentech Partner that allows to measure the Baseline Carbon Footprint of the Content Production Shoots,
* FRUGGR, a French Startup that allows to measure the Website’s Carbon Footprint.

- VivaTechnology Spokespeople 2024 & Press Conference

* Barbara LAVERNOS
Deputy Chief Executive Officer, In Charge Of Research, Innovation And Technology (L’Oréal Groupe)

* Asmita DUBEY
Chief Digital & Marketing Officer (L’Oréal Groupe)

* Blanca JUTI
Chief Corporate Affairs And Engagement Officer (L’Oréal Groupe)

* Guive BALOOCH
Global Managing Director, Augmented Beauty And Open Innovation (L’Oréal Groupe)

Source:
* VivaTech 2024 (May 22-23-24-25, 2024)
@ Porte De Versailles Paris
* Press Conference (May 22, 2024)
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