

# L'ORÉAL

## L'Oréal and Albéa announce the development of a breakthrough innovation for cosmetic packaging: the creation of a paper-based tube

**Clichy, 3 October 2019** - As part of their partnership for responsible packaging innovation, L'Oréal and Albéa announce the development of a breakthrough innovation for cosmetic packaging. **The two companies have invented the first carton-based cosmetic tube, where plastic is for the most part replaced with a bio-based and certified paper-like material.**

This innovation is designed as an alternative solution to certain types of cosmetic packaging. Its environmental benefits will be assessed through a multi-criteria Life Cycle Analysis.

This partnership reflects L'Oréal's and Albéa's ambitions with regards to responsibility, as well as their signature of the **New Plastics Economy Global Commitment** of the Ellen McArthur Foundation. Furthermore, this project demonstrates that **collaboration between industry experts** is essential to develop breakthrough innovations. This new technological solution should launch shortly, with first industrial production planned in 2020.

**Philippe THUVIEN, Vice-President Packaging & Development of L'Oréal**, explains: « *Since 2007 we have been constantly improving the environmental footprint of our packaging. Today we are going one step further and launching this new technology based on certified paper. By working upstream and closely with Albéa to co-develop this breakthrough innovation, we aim to create a new paper-based tube packaging for our cosmetic packaging. We target a first market launch for skincare products in the second half of 2020. L'Oréal is committed to improving the environmental or social profile of 100% of its packaging by end 2020. This innovative, alternative solution is an integral part of the Group's packaging strategy.* »

**Gilles SWYNGEDAUF, Vice-President CSR, Innovation & Marketing of Albéa**, adds: « *Albéa's commitment to sustainability goes back 15 years and is reflected in our broad range of responsible packaging. Our ambition today is to accelerate the development of innovative, responsible solutions, to dare break the codes, to aim for breakthroughs. It is only through collaboration with our customers and partners that we can invent the safe, circular, minimum-impact packaging that the beauty market wants. This innovation partnership with L'Oréal reflects both this ambition and this conviction.* »

### **About L'Oréal**

L'Oréal has devoted itself to beauty for over 100 years. With its unique international portfolio of 36 diverse and complementary brands, the Group generated sales amounting to 26.9 billion euros in 2018 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 Albéa**

We make the packaging and solutions you use every day – from tubes, lipsticks, mascaras and pumps to applicators and much more. We serve prestigious and dynamic brands, whether they are legacy or indie, big or small, international or local. We support our customers wherever they are in the world, thanks to our 15,000 people and 40-site footprint across West and East Europe, North and South America, Africa, China and Asia. Our motto is "Made with Albéa, made responsibly" because we care about the environment and our communities. Our vision is to be the best company for our customers, people, partners and all of our stakeholders.

We are Albéa, the global leader in beauty packaging.

For more information: [www.albea-group.com](http://www.albea-group.com)

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*This press release may contain forecast information. While the Company believes that these statements are based on reasonable assumptions as of the date of publication of this press release, they are by nature subject to risks and uncertainties which may lead to a discrepancy between the actual figures and those indicated or suggested in these statements."*

**Contacts L'ORÉAL** (switchboard: +33 147 56 70 00)

**Individual shareholders  
and Market Regulators**

Jean Régis CAROF  
Tel: +33 147 56 83 02  
[jean-regis.carof@loreal.com](mailto:jean-regis.carof@loreal.com)

**Financial analysts  
and Institutional Investors**

Françoise LAUVIN  
Tel: +33 147 56 86 82  
[francoise.lauvin@loreal.com](mailto:francoise.lauvin@loreal.com)

**Journalists  
(L'Oréal)**

Marie LANGLAIS  
Tel: +33 147 56 82 93  
[marie.langlais@loreal.com](mailto:marie.langlais@loreal.com)

**Journalists  
(Albéa)**

Cécile TUIL  
Tel: +33 631 00 38 09  
[cecile.tuil@albea-group.com](mailto:cecile.tuil@albea-group.com)