



L'Oréal Shareholder Consultation Committee – 16 June 2022

On 16 June 2022, L'Oréal held its Shareholder Consultation Committee during the L'Oréal-partnered VivaTech* expo at Porte de Versailles in Paris. The Group used the event to showcase the future of beauty, shaped by a combination of creativity, technology and science.

Following a startup-focused “Explorer Tour” of the exhibition, the Consultation Committee joined staff at the L'Oréal booth for a look at the digital innovations and services shaping every aspect of the beauty market, from in-lab product design to in-store beauty experiences.

Participants gained an insight into the extent to which artificial intelligence, augmented reality and data permeate every part of L'Oréal's approach, as embodied by initiatives such as the development of Rouge Sur Mesure by Yves Saint Laurent, the use of AI-based skin diagnostics by Lancôme, and the contribution of Gjosa's Water Saver to reducing the impact on our planet's resources.

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