

# L'ORÉAL

## DELPHINE VIGUIER-HOVASSE APPOINTED AS L'OREAL'S FIRST EVER CHIEF INNOVATION & PROSPECTIVE OFFICER

*A new Executive Committee-Level role to further strengthen the Group's Innovation Leadership*

**Clichy, 7 May 2025** – Delphine will assume these new responsibilities effective 1st July 2025 and will join the Group's Executive Committee. Delphine will also report to Barbara Lavernos, Deputy Chief Executive Officer, in charge of Research, Innovation & Technology.

This new role builds on L'Oréal's long track record in innovation and has been established to further strengthen its leadership within the dynamic and fast-evolving beauty landscape. This position will oversee both the existing Innovation teams and the Strategic Prospective Department, to ensure a holistic and future-focused approach to beauty innovation.

An engineer by training, Delphine joined L'Oréal back in 1997 and has since had a remarkable career, showcasing her exceptional leadership, marketing acumen and commitment to innovation.

In 2019, she made history as the first woman ever to lead the L'Oréal Paris brand at a global level. Under her guidance, L'Oréal Paris has experienced impressive growth, solidifying its position as the world's leading beauty brand. This success was fueled by her ability to bring new game-changing innovations to market; like Elsève Glycolic Gloss and Panorama Mascara, a testament to her product development abilities.

Delphine has consistently found innovative ways to express and amplify the essence of the L'Oréal Paris brand and engage with audiences on a large scale. This has included impactful events, like 'Le Défilé', which has become a highly anticipated highlight of Paris Fashion Week, and the brand's participation at the Cannes Film Festival

Under her leadership, the brand has also strengthened its commitment to female empowerment, culminating in the brands Stand-Up program against street harassment, which has trained nearly 3 million people worldwide. Delphine's leadership has not only driven business growth but also fostered a culture of excellence and inspired a new generation of talent within L'Oréal.

Commenting on her appointment, **Nicolas Hieronimus, Chief Executive Officer of L'Oréal**, explained "I am delighted to appoint Delphine as the Group's first-ever Chief Innovation & Prospective Officer. Her exceptional track record of innovation and her strategic vision make her ideally suited to elevate our company's innovation to new heights. I am sure that her forward-thinking approach and deep understanding of the evolving beauty landscape will help us write the next chapter of the L'Oréal adventure".

### About L'Oréal

For 115 years, L'Oréal, the world's leading beauty player, has devoted itself to one thing only: fulfilling the beauty aspirations of consumers around the world. Our purpose, to create the beauty that moves the world, defines our approach to beauty as essential, inclusive, ethical, generous and committed to social and environmental sustainability. With our broad portfolio of 37 international brands and ambitious sustainability commitments in our L'Oréal for the Future programme, we offer each and every person around the world the best in terms of quality, efficacy, safety, sincerity and responsibility, while celebrating beauty in its infinite plurality.

With more than 90,000 committed employees, a balanced geographical footprint and sales across all distribution networks (ecommerce, mass market, department stores, pharmacies, perfumeries, hair salons, branded and travel retail), in 2024 the Group generated sales amounting to 43.48 billion euros. With 21 research centers across 13 countries around the world and a dedicated Research and Innovation team of over 4,000 scientists and 8,000 Digital talents, L'Oréal is focused on inventing the future of beauty and becoming a Beauty Tech powerhouse. More information on <https://www.loreal.com/en/mediaroomMore> information on <https://www.loreal.com/en/mediaroom>

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