

L'ORÉAL

L'ORÉAL GROUPE OPENS FIRST CALL FOR APPLICATIONS FOR ITS SUSTAINABLE INNOVATION ACCELERATOR

Clichy, June 23, 2025 – L'Oréal Groupe, the world's leading beauty company, is opening the first call for applications for its newly launched Sustainable Innovation Accelerator. This ambitious program, endowed with €100 million over 5 years, is designed to address the critical solution gaps within the industry and accelerate the delivery of L'Oréal's sustainability ambitions.

Consistent with L'Oréal's existing innovation culture – the accelerator program focuses on key areas: low carbon and climate smart solutions, water-resilience solutions, nature-based solutions, alternative ingredients and materials, eliminating fossil plastic use and plastic waste, circularity and resources management, and sustainable and inclusive business models.

L'Oréal has partnered with the University of Cambridge Institute for Sustainability Leadership (CISL) to scout, identify, pilot, and scale disruptive solutions within the beauty industry. CISL's extensive network of over 40,000 people driving impact and deep expertise in sustainable business development will provide crucial support to selected applicants through an up to 12-month cohort program.

*"At L'Oréal, we have always embraced and nurtured innovation, co-creating with partners across our value chain to drive positive change within the beauty industry," said **Ezgi Barcenas, Chief Corporate Responsibility of the L'Oréal Groupe**. "As we work with our ecosystem to pave the way for a more sustainable future, we know that we have to be even more intentional in seeking, advancing and scaling pioneering solutions. We are looking forward to collaborating with a growing number of innovators and problem solvers worldwide."*

James Cole, Chief Innovation Officer at CISL and Executive Director of Canopy, added, *"In today's rapidly changing world, collaboration is key to driving meaningful progress. We are thrilled to partner with L'Oréal on this important initiative, leveraging our combined expertise to source and accelerate commercially relevant solutions for the challenges facing the beauty industry and beyond."*

Start-ups, SMEs and established companies with innovative solutions are invited to apply. Successful candidates will benefit from a custom acceleration program including coaching, mentorship and potential pilot and investment opportunity to support their innovation at scale.

To learn more and submit their proposal, Interested applicants are encouraged to visit :

<https://cambridge.smapply.org/prog/loralsustainableinnovationaccelerator/>

The call for applications is open until September 30, 2025.

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.

In 2025, L'Oréal Groupe has been named the most innovative company in Europe by Fortune magazine, out of 300 companies, in a ranking spanning 21 countries and 16 industries in Europe.

More information on <https://www.loreal.com/en/mediaroom>

About CISL

CISL is an impact-led institute within the University of Cambridge that activates leadership globally to transform economies for people, nature and climate. Through its global network and hubs in Cambridge, Cape Town and Brussels, CISL works with leaders and innovators across business, finance and government to accelerate action for a sustainable future. Trusted since 1988 for its rigour and pioneering commitment to learning and collaboration, the Institute creates safe spaces to challenge and support those with the power to act.

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