

L'ORÉAL

L'ORÉAL PUTS BEAUTY AT THE HEART OF LONGEVITY

Paris, 10th June 2025 – At its inaugural Longevity event at Le Visionnaire in Paris, [L'Oréal Groupe](#) established beauty as one of the fundamental pillars of longevity, demonstrating that skin health is a vital part of a longer, healthier life. Backed by new cutting-edge science shifting our focus from symptom correction to root causes intervention, L'Oréal revealed its **L'Oréal Longevity Integrative Science™** to empower consumers to move from corrective care to preventive care.

"Longevity is a scientific and societal paradigm shift. At L'Oréal, we envision a future where beauty and longevity are seamlessly intertwined as skin health is quintessential to add life to years with vibrant healthy aging" said **Barbara Lavernos, Deputy Chief Executive Officer in Charge of Research, Innovation and Technology, L'Oréal Groupe**. *"Because the beauty industry has a unique opportunity to contribute to healthy aging, we are committed to leading the way thanks to our L'Oréal Longevity Integrative Science™".*

"Biological age is the new truth! Moving beyond chronological age as the sole defining factor. It's your biology – and your choices – that define your beauty journey," said **Vania Lacascade, Chief Innovation Officer, L'Oréal Groupe**. *"L'Oréal Longevity Integrative Science™ empowers you to design your unique, lifelong skin health journey – preventing, regenerating, or embracing the marks of time, at every age."*

L'Oréal's integrative approach to beauty longevity is founded on three pillars:

L'Oréal Longevity Integrative Science™ explores how cellular activity, communication, and inflammation impact skin aging, and targets the root causes of biological aging through a multi-faceted approach for extending skin cellular health span.

After 15 years of advanced research on longevity and over 40 publications, L'Oréal has created the "Wheel of Longevity for Beauty" to decode skin aging at the cellular, molecular and tissular levels, unlocking secrets of the nine interconnected hallmarks of aging using our proprietary Longevity AI Cloud™.

The unique Longevity AI Cloud™ analyzes over 260 skin longevity biomarkers, revealing the intricate mechanisms influencing skin vitality and youthfulness, even detecting infinitely small, invisible changes. This comprehensive bio-mapping of skin and hair longevity pathways is a first in the beauty industry, stemming from computational biology.

The L'Oréal Longevity Integrative Solutions including state-of-the-art diagnostics and highly performant products formulated with exclusive combinations of actives, are giving consumers more choice and more control over their longevity journey.

With Advanced diagnostic tools

- **Cell BioPrint:** Co-developed with NanoEntek, Cell BioPrint uses lab-on-a-chip technology to measure longevity biomarkers under the skin in less than five minutes. This knowledge will empower consumers to take charge of their skin health and influence their personal skin aging trajectory.
- **Tru Diagnostic:** L'Oréal's partnership with the experts in epigenetic testing explores the link between beauty and epigenetics, or changes in gene expression, paving the way for innovations that promote the long-term health of the skin and hair.

With new actives & ingredients

- **Timeline:** The Swiss Biotech company, Timeline, has developed a proprietary molecule, Mitopure®, that recycles and rejuvenates aging mitochondria, the powerhouses of cells. This breakthrough technology is backed by more than a decade of research by distinguished scientists, multiple gold standard clinical studies, and an unparalleled intellectual property portfolio. In 2024, L'Oréal, through its strategic venture capital fund, BOLD, acquired a minority stake in Timeline. Timeline was very recently named a Milestone 1 award winner for the largest and most prestigious Longevity prize called the XPRIZE Healthspan competition.
- **Bio-actives:** A strategic partnership with biotech, Veminsyn will help discover, develop and scale innovative longevity bio-actives and cosmetic ingredients with low-carbon biomanufacturing.

With Consumer product innovations

- Lancôme Absolue Longevity Soft Cream: Inspired by the groundbreaking skin booster technology of PDRN, a bio-stimulator at the forefront of regenerative aesthetics in South Korea, Lancôme Absolue PDRN™ can target cells and multiply mitochondria, the cell's powerhouse, responsible for 90% of cellular energy. Exclusive and protected by 7 patents until 2044 with Absolue Longevity, The Soft Cream, PDRN augments cell longevity metabolism to extend skin's youth.
- Vichy Laboratoires Neovadiol Longevity Revolumizing Cream: Powered by Longevisia Technology, a patent-pending and powerful combination of redensifying Proxylane, cell-energizing NAD+ Booster, and zombie-cell-killing Senevisium that resets 6 key hallmarks at the root of mature skin aging and restores cells' own power to recreate +31% more youthful skin tissue.

The L'Oréal Longevity Integrative Ecosystem merges L'Oréal's advanced research with an external ecosystem of leading partners in longevity science. This open innovation, integrative approach accelerates knowledge, fuels the discovery of new actives and innovative beauty combos, and powers the development of cutting-edge predictive diagnostic tools.

With Research Agreement partnerships

Senisca: A multi-year R&D partnership with the award-winning biotech company, Senisca, will harness their expertise and proprietary technology to reprogram aged 'senescent' cells, which behave differently to young, healthy cells and are a crucial aspect of longevity.

With ongoing collaborations with longevity leading experts

- Dr. Andrea Maier of the National University of Singapore (NUS) on the interplay between the skin and internal organs.
- Pr. Andor Pivarsci of Uppsala University (Sweden) on epigenetics and skin health.
- Pr. Benjamin Loos of Stellenbosch University (South Africa) on autophagy of skin cells during aging.
- Pr. Rob Knight of University of California at San Diego on skin aging and the microbiome.
- Dr David Luu, longevity tech entrepreneur.

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/group/mediaroom/>

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