

L'ORÉAL INVITES CONSUMERS AROUND THE WORLD TO JOIN THE REFILL MOVEMENT

THE GROUPE'S ICONIC BRANDS UNITE TO CHAMPION REFILLABLE BEAUTY AND EMPOWER CONSUMERS TO MAKE A DIFFERENCE

Clichy, June 13th, 2025 – L'Oréal Groupe, the world's leading beauty company, will launch its first global multi-brand, multi-category, multi-channel campaign #JoinTheRefillMovement.

Timed to coincide with World Refill Day, on the 16th of June, the campaign is designed to encourage consumers to embrace refills as the latest beauty ritual and contribute to a more sustainable future. It brings together some of the Groupe's most iconic brands including Lancôme, Armani beauty, Yves Saint Laurent Beauty, Kiehl's, Mugler, Maison Margiela Fragrances, Prada Beauty, Valentino Beauty, L'Oréal Paris, Kérastase, L'Oréal Professionnel, and La Roche Posay.

In addition to eye-catching advertising and social media content, a dedicated hashtag #JoinTheRefillMovement, will serve as a call to action, to encourage consumer participation and engagement. The campaign will be further amplified by major retail partners to raise visibility about the number of refill options now available across a wide range of beauty products.

Responding to the growing consumer demand for sustainable beauty options, the campaign aims to raise awareness about the benefits of refills. While 78% of consumers express interest in buying more sustainable products, many remain unaware of refillable options and their lower environmental impact. This campaign showcases the tangible benefits of refills, demonstrating how they can be good for the planet and for the pocket: for example, each time you buy a 100 ml refill instead of rebuying two 50ml bottles of La Vie Est Belle Elixir fragrance you help to save 73% glass, 66% plastic and 61% cardboard.

"This campaign brings together some of our most iconic brands to invite consumers everywhere to #JoinTheRefillMovement," explained **Blanca Juti, Chief Corporate Affairs & Engagement Officer at L'Oréal**. *"We'd love consumers around the world to experience how easy and rewarding it is to make the switch to refills and incorporate them into their regular beauty routines."*

"As the global beauty leader, we have an opportunity, as well as a responsibility to create more circular solutions and set a new industry standard," explained **Ezgi Barcanas, Chief Corporate Responsibility Officer at L'Oréal**. *"Achieving this vision at scale demands more than innovation – it requires intention and action. That is why we are mobilizing our brands, our business partners, and our consumers to make refills the new norm."*

This campaign showcases L'Oréal's long-term commitment to reducing its environmental footprint and offering more sustainable solutions to consumers. The Group has also significantly adapted its manufacturing sites around the world to enable a 17-fold increase in the number of refillable options available over the past five years, which now includes some of the world's best-selling male and female fragrances.

This year's World Refill Day initiative highlights L'Oréal's dedication to championing circularity with consumers. The Groupe will continue to innovate and engage consumers to minimize waste.

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/mediaroom>

"This news release does not constitute an offer to sell, or a solicitation of an offer to buy L'Oréal shares. If you wish to obtain more comprehensive information about L'Oréal, please refer to the public documents registered in France with the Autorité des Marchés Financiers, also available in English on our website www.loreal-finance.com.

This news release may contain some forward-looking statements. 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 (0)1 47 56 70 00

Individual shareholders

Pascale GUERIN
+33 (0)1 49 64 18 89
Pascale.guerin@loreal.com

Financial analysts and institutional investors

Eva QUIROGA
+33 (0)7 88 14 22 65
Eva.quiroga@loreal.com

Media

Brune DIRICQ
+33 (0)6 63 85 29 87
Brune.diricq@loreal.com

Christine BURKE
+33 (0)6 75 54 38 15
Christine.burke@loreal.com

For more information, please contact your bank, broker or financial institution (I.S.I.N. code: FR0000120321), and consult your usual newspapers, the website for shareholders and investors, www.loreal-finance.com or the L'Oréal Finance app; alternatively, call +33 (0)1 40 14 80 50.

Follow us on LinkedIn [@L'Oréal](https://www.linkedin.com/company/loreal)

Follow us on Instagram [@lorealgroupe](https://www.instagram.com/lorealgroupe)

www.loreal.com