

## L'ORÉAL

### L'ORÉAL SIGNS AN AGREEMENT TO ACQUIRE COLOR WOW ONE OF THE WORLD'S FASTEST GROWING AND MOST INNOVATIVE PROFESSIONAL HAIRCARE BRANDS

**Clichy, June 30, 2025** – L'Oréal today announced that it had signed an agreement to acquire Color Wow, one of the world's fastest growing and most innovative professional haircare brands.

Founded in 2013 by Gail Federici, Color Wow, based in the US and UK, offers a unique range of products that have gained a loyal and devoted following amongst stylists, media and consumers alike. With over 130 beauty awards, Color Wow provides a wide range of innovative solutions to solve the toughest hair problems – including frizz-control, thickening and volumizing. The brand's hero products include 'XL Bombshell Volumizer' and 'Dream Coat'.

Color Wow is a renowned prestige brand in the US haircare market, and is experiencing rapid growth, thanks in part to advocacy and its highly engaged online community. Still true to its professional origins, the brand is now omnichannel, and is already distributed in salons, selective distribution and e-commerce platforms.

This acquisition further strengthens L'Oréal's Professional products portfolio, with a proven track record of success and strong potential for global growth.

*"We are delighted to welcome Color Wow to the L'Oréal family," explained **Omar Hajeri, President of L'Oréal's Professional Products Division**. "As a premium haircare brand, with high levels of proven efficacy at an accessible price point, this acquisition will give us an increased foothold in haircare and in the styling category. Convinced of its strong potential, our ambition is to make Color Wow a powerful brand worldwide."*

*"Joining L'Oréal is an incredible opportunity for the entire Color Wow team," said **Gail Federici, Founder & CEO of Color Wow**. "Becoming part of the world's number one beauty company, will set the stage for Color Wow's continued success and help drive our innovation to new heights."*

The deal will close following the customary closing conditions, including the standard regulatory approvals.

#### 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>

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"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](http://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."

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