



## L'ORÉAL AND NVIDIA COLLABORATE TO SUPERCHARGE BEAUTY WITH NEXT-GENERATION AI

THE ANNOUNCEMENT CAME AT L'ORÉAL'S "NEW FRONTIERS OF BEAUTY" PRESS CONFERENCE,  
HELD DURING VIVA TECHNOLOGY, PARIS.

Paris, 11<sup>th</sup> June 2025 – [L'Oréal Groupe](#) and NVIDIA are collaborating to unlock AI's potential across multiple aspects of beauty, in order to enable groundbreaking, never-before-imagined beauty experiences. Through this collaboration, L'Oréal and its partner ecosystem will leverage the NVIDIA AI Enterprise platform for rapid development & deployment of AI, like the scaling of 3D digital rendering of L'Oréal products, for a fusion of physical AI and generative AI, expanding creative possibilities.

*"Our focus is to drive unparalleled consumer engagement, with both creativity and technology, as transformative technologies such as gen AI & agentic AI redefine our consumer expectations."* **said Asmita Dubey, Chief Digital and Marketing Officer, L'Oréal Groupe.** *"We are incredibly excited to collaborate with NVIDIA to leverage AI's potential, in order to augment creativity, and to help turn consumers' beauty dreams into reality."*

*"Generative AI is bringing digital intelligence and agility to enterprises. By leveraging NVIDIA AI Enterprise, L'Oréal is bringing rapid innovation, scalability, personalized marketing and advertising that improve consumer engagement and conversion,"* **said Azita Martin, Vice President and General Manager Retail and CPG, NVIDIA.** *"L'Oréal, along with NVIDIA is unlocking the full potential of AI in beauty, and make consumer beauty experiences even more seamless, rewarding and fun."*

### A Growing Track Record of AI-Powered Innovations

Already, L'Oréal and NVIDIA are collaborating on projects :

**CREAITECH** – is L'Oréal Groupe's generative AI content platform – it is developing & using 3D digital rendering of L'Oréal's products, for faster, more creative development of marketing and advertising campaigns. CREAITECH aims to scale 3D capabilities using the NVIDIA AI Enterprise platform, enabling greater creativity, quality control, and production scalability. The 3D digital rendering of products, combined with generative AI, allows for more creative, hyper-scalable campaigns that improve consumer engagement across social media, e-commerce and influencer marketing.

**Noli ("No one like I")** is a first of its kind AI powered multi-brand marketplace startup, founded and backed by L'Oréal Groupe, which is reinventing how people discover and shop for beauty. Noli is leveraging L'Oréal Groupe's unparalleled beauty tech leadership, century-long expertise in beauty, and its extensive knowledge of beauty science and consumer insights. Noli acts as an AI Beauty Matchmaker that cuts through the noise. Using powerful AI diagnostics and tools built from over 1 million skin data points and the analysis of 1000s of product formulations, Noli, decodes each user's beauty profile and matches them with product recommendations, delivered to their doorstep. Building on their joint efforts with NVIDIA, Noli unveils the AI Refinery, in collaboration with NVIDIA and Accenture, built with NVIDIA AI Enterprise software, and available on Microsoft Azure.

For Noli, this provides the ability for rapid experimentation, responsible AI development and deployment to match the dynamic landscape of AI and fast-changing beauty consumer expectations, with the intention of transforming how consumers discover and shop beauty, at scale.

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

---

"This press release does not constitute an offer of sale or solicitation of an offer to purchase 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 press release may contain forecast information. 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](mailto:Pascale.guerin@loreal.com)

#### Financial analysts and institutional investors

Eva QUIROGA

+33 (0)7 88 14 22 65

[Eva.quiroga@loreal.com](mailto:Eva.quiroga@loreal.com)

#### Media

Brune DIRICQ

+33 (0)6 63 85 29 87

[Brune.diricq@loreal.com](mailto:Brune.diricq@loreal.com)

Christine BURKE

+33 (0)6 75 54 38 15

[Christine.burke@loreal.com](mailto:Christine.burke@loreal.com)

For further information, please contact your bank, stockbroker or financial institution (I.S.I.N. code: FR000012031) and consult your usual newspapers or magazines or the Internet site for shareholders and investors, [www.loreal-finance.com](http://www.loreal-finance.com), the L'Oréal Finance app or call the toll-free number from France: 0 800 66 66 66. 0 800 66 66 66

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](http://www.loreal.com)