

L'ORÉAL

L'ORÉAL ANNOUNCES THE FIRST 13 CHANGE MAKERS CHOSEN TO JOIN ITS EUR 100 MILLION SUSTAINABLE INNOVATION "L'ACCELERATOR" PROGRAM

Clichy, France – January 14, 2026 – After reviewing nearly 1,000 applications from 101 countries L'Oréal today announced the first 13 startups and SME's to join "**L'Accelerator**", its flagship sustainable innovation program. Endowed with €100 million over five years and run in partnership with the University of Cambridge Institute for Sustainability Leadership (CISL), "L'Accelerator" aims to be a catalyst for scalable sustainable solutions of the future to solve the most urgent challenges in climate, nature, and circularity.

From packaging made of wood to ingredients converted from waste, the first 13 pioneers chosen showed the highest potential to address next generation packaging, ingredients sourced from nature, solutions to drive circularity further and predictive intelligence tools.

Meet the first 13 Change Makers

Next-Generation Packaging & Materials:

- **Kelpi** (UK): Harnessing seaweed to create recyclable, low-carbon packaging.
- **Bioworks** (Japan): Producing novel bioplastics derived from sugarcane and other plant-based materials.
- **Blue Ocean Closures** (Sweden): Creating fiber-based caps and lids as an alternative to plastic packaging tops.
- **Pulpex** (UK): Developing the next generation of recyclable paper bottles.
- **PULPAC** (Sweden): An innovation company in low-carbon, paper-based packaging processes.
- **RAIKU** (Estonia): Turning natural wood into high-end, shock-absorbing protective packaging.

Nature-Sourced Ingredients:

- **Biosynthesis** (France): Crafting renewable and biodegradable raw materials.
- **P2 Science** (USA): Bringing green chemistry and bio-sourced materials to the market
- **Oberon Fuels** (USA): Converting wood and pulp waste into renewable ingredients for spraying formulas.

Circular Solutions:

- **Novobiom** (Belgium): Using the natural power of fungi to turn complex waste into high-value products.
- **REPLACE** (France): A single-step technology that transforms complex and multi-layer waste into durable new items.
- **Gàs Verde** (Brazil): Producing biomethane to replace fossil fuels in industrial processes and transportation.

Data Intelligence:

- **Neutreeno** (UK): A digital system to help companies calculate and cut emissions in their supply chains.

These 13 partners will enter an intensive support phase led by the CISL innovation team, focusing on pilot readiness. They will also have the opportunity to gain access to L'Oréal's global resources to launch 6-to-9-months pilot projects and potentially have their solutions scaled across the group's international operations.

*"To accelerate sustainable solutions to market, we are being even more intentional and inclusive in our pursuit of partnerships through "L'Accelerator", said **Ezgi Barcenas, Chief Corporate Responsibility Officer, L'Oréal**. "We are really energized to be co-designing the future of beauty with the University of Cambridge Institute for Sustainability Leadership, and these 13 change makers."*

*"At CISL, we are proud to partner with L'Oréal, a group with a long track record of delivering disruptive innovation at scale", added **James Cole, Chief Innovation Officer at CISL**. "By identifying the most promising scalable solutions*

benefitting people, nature and climate, and elevating them to world stage, we are making a sustainable future not just a goal, but a reality."

For more information to follow the progress of these innovators, and to be informed about the launch of our next call for application, visit: <https://www.loreal.com/en/commitments-and-responsibilities/for-the-planet/accelerator/>

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 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. CISL has supported over 500 startups in the past 5 years through its accelerator programmes, community and workspace, and has been ranked as a top EU startup hub by the Financial Times for three years running. <https://www.cisl.cam.ac.uk/innovation>

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