L'ORÉAL

L'ORÉAL AND NVIDIA TO ACCELERATE BEAUTY DISCOVERY
POWERED BY PREDICTIVE AI SCIENCE

Clichy – March 17, 2026 – L'Oréal today announced the expansion of its AI partnership with NVIDIA, aimed at accelerating and re-defining beauty innovation through AI-driven computational chemistry. By integrating NVIDIA ALCHEMI machine learning framework directly into its Research and Innovation (R&I) ecosystem, L'Oréal is creating a beauty and skincare AI engine, enabling breakthroughs in new formulation discovery by predicting how molecules will perform and interact at an atomic scale.

The partnership expands from a collaboration between the two companies applying AI to streamline L'Oréal's marketing and advertising to R&D for new scientific discovery. It enables L'Oréal to simulate ingredient performance and texture in a virtual environment, empowering L'Oréal scientists to test thousands of variables simultaneously, dramatically reducing the transition from laboratory concept to finished product. The outcome is a discovery process that is 100x faster than traditional methods, resulting in a more agile innovation process that maximizes the potential of the group's proprietary active ingredients for skin protection and preventing premature aging.

The initiative is currently focused on two key pillars of skin science: photoprotection and skin tone management. Leveraging NVIDIA ALCHEMI for these areas allows for the identification of optimal formulations in a digital environment before they ever reach the physical lab. By optimizing molecular behavior in these categories, L'Oréal aims to set new industry standards for performance, providing consumers with highly advanced and scientifically precise beauty solutions.

"Our collaboration with NVIDIA brings definitively a new dimension into our L'Oréal Research labs," said **Barbara Lavernos, Deputy Chief Executive Officer in charge of Research, Innovation and Technology at L'Oréal.** "*By applying AI-powered molecular simulation to our most proprietary actives, we are bridging atomic-scale discovery with real-world consumer benefit — accelerating the development of more effective, more sensorial and accessible products for consumers around the world.*"

"By integrating NVIDIA ALCHEMI into its R&D workflows, L'Oréal can simulate ingredient performance at an atomic scale, accelerating breakthrough discoveries in formulation and delivering advanced beauty and preventive products to consumers," said **Azita Martin, Vice President and General Manager of AI for Retail and Consumer Packaged Goods, NVIDIA.**

L'Oréal will present this next-generation predictive formulation science at the NVIDIA GTC AI Conference in San Jose, March 16-19, 2026. This presence at the world's premier AI event marks a major milestone in our partnership, showcasing L'Oréal's leadership in the future of technology-driven beauty. Attend the L'Oréal Session on Tuesday, Mar 17, 2026, at 11:00 am PST.

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About L'Oréal

For over 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 40 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 95,000 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 2025 the Group generated sales amounting to 44.05 billion euros. With 22 research centers across 7 regional hubs around the world and a dedicated Research and Innovation team of over 4,000 scientists and more than 8,000 Digital, Tech and Data 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

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