

L'ORÉAL

L'Oréal and OpenAI join forces for Transformation in Beauty with AI

Clichy, France – June 17th, 2026 – L'Oréal, the world's leading beauty company, and OpenAI, the AI research and deployment company and creator of ChatGPT, the widely used AI platform with more than 900 million weekly users, today announced at VivaTech 2026 a landmark collaboration, marking a defining moment in beauty's transformation in the age of AI.

Structured around two priority domains: AI-powered consumer journeys towards agentic commerce and AI-powered métiers from research and science to marketing, the collaboration marks a significant step in L'Oréal's Transformative AI roadmap, with OpenAI as a foundational partner.

AI-powered consumer journeys and AI-native commerce:

- Maybelline New York will bring Makeup Virtual Try-On directly to ChatGPT, powered by L'Oréal's ModiFace technology, pioneering a new way for consumers to discover and try makeup looks in real time through AI-powered conversation.
- L'Oréal will work with OpenAI to strengthen L'Oréal product discovery within ChatGPT in USA with enhanced signals, for brands from Lancôme to Kérastase.
- SkinCeuticals, CeraVe and Garnier are *part of the* global ChatGPT ad pilot pioneering AI-native advertising at the moment of consumer intent and commerce.

AI-powered métiers from research and science to marketing:

- Using GPT-Rosalind, OpenAI's purpose-built life sciences reasoning model, L'Oréal is mapping the skin microbiome, home to millions of beneficial microbes, at unprecedented scale, identifying beneficial bacteria to accelerate the development of the next generation of natural, effective skincare, starting with La Roche-Posay.
- OpenAI's latest model will also power CreAltech, L'Oréal's in-house GenAI beauty content platform, capable of creating imagery and video with brand heritage, augmenting human creativity.

*"At L'Oréal, we believe we can be more demanding of AI to augment our beauty consumers, our métiers such as Marketing and Research and our employee", said **Asmita Dubey, Chief Digital and Marketing Officer at L'Oréal.** "Our collaboration with OpenAI structurally supports this ambition to bring new solutions within beauty vertical."*

*"L'Oréal has long combined science, creativity and technology to shape the future of beauty", said **Emmanuel Marill, MD for EMEA at OpenAI.** We're excited to be working with their teams to support that next chapter, from accelerating research and innovation to helping employees work in new ways and creating more useful, intuitive experiences for consumers."*

Today's announcement is part of L'Oréal's wider presence at VivaTech 2026, where the Groupe marks its 10th anniversary at Europe's largest tech and innovation event, showcasing how L'Oréal is shaping the future of beauty through science, technology and creativity.

Its collaboration with OpenAI represents a milestone in L'Oréal's broader Transformative AI roadmap, which is built around three priorities. Firstly, augmenting the consumer experience with personalised, AI-powered beauty tools. Secondly, empowering teams to work smarter and more creatively at scale, from marketing to research and innovation. Thirdly, building AI capability across its entire organisation, with 73,000 employees already trained in generative AI and equipped with internal tools like L'OréalGPT and personal AI companions.

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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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