



PARIS SAINT-GERMAIN AND L'ORÉAL GROUPE JOIN FORCES TO CELEBRATE PERFORMANCE, INNOVATION AND THE POWER OF TEAMWORK

- **L'Oréal Groupe becomes the Official Beauty Partner of Paris Saint-Germain. This unprecedented partnership, running through 2028**, brings together two teams: the reigning two-time UEFA Champions League winners and the world's leading beauty company. It will come to life through several of L'Oréal Groupe's iconic brands.
- Paris Saint-Germain and L'Oréal Groupe share **Parisian roots** as well as **a common culture of performance and innovation, built on the power of teamwork**.

Clichy and Paris, October 8, 2026 – Paris Saint-Germain and L'Oréal Groupe today announced a strategic partnership running through 2028. For the first time, this collaboration brings together two Paris-born organisations united by a shared ambition: to promote a contemporary vision of French excellence around the world, driven by innovation, performance and inspiration.

Parisian roots, global leaders

Paris Saint-Germain and L'Oréal Groupe share the same origins: Paris and the Greater Paris region. Founded in the French capital, both organisations have become global leaders in their respective fields.

As the reigning two-time UEFA Champions League winners and the most successful football club in French history, Paris Saint-Germain has established itself as one of the world's leading sports organisations. With more than 250 million followers across social media, the Club embodies the Parisian spirit far beyond the football pitch, spanning sport, fashion, music, art and lifestyle.

The world's leading beauty company, L'Oréal Groupe brings together a portfolio of international and local brands. Present in more than 150 countries, the group employs 15,000 people in France and over 90,000 worldwide. For more than a century, it has relied on science, innovation and creativity to develop products used every day by hundreds of millions of consumers around the world.

This partnership marks a first for L'Oréal Groupe, which is joining forces with a football club for the very first time. At Paris Saint-Germain and at L'Oréal, performance and innovation are driven by the strength of a team united behind a common ambition.

Science and teamwork at the heart of performance

The two organisations share the same way of working: constantly striving for progress, paying close attention to every detail and continuously raising the standards of their respective industries.

This commitment is reflected at the PSG Campus, where doctors, performance coaches, researchers and experts develop a scientific approach to performance in support of elite athletes.

At L'Oréal, scientific research and dermatological expertise contribute to product performance, well-being and self-confidence. In both organisations, teamwork plays a central role.

Vichy Laboratoires: scientific innovation supporting Paris Saint-Germain's Men's First Team

The partnership will come to life through L'Oréal Groupe's brands, starting with Vichy Laboratoires, the leading dermocosmetics brand recommended by more than 80,000 dermatologists worldwide. Vichy becomes the Official Skincare and Haircare Partner of Paris Saint-Germain's Men's First Team, bringing its scientific expertise to support players' health, skincare and performance.

This collaboration will create a genuine platform for joint innovation. Vichy's scientific teams will join the PSG Campus in Poissy to conduct observational studies on skin health, scalp health, well-being and athletic performance. Together, the teams will also develop educational content on integrative health, sharing insights from elite sport alongside the most appropriate dermatological solutions and protocols with a wider audience.

Vichy Laboratoires' expertise will also support players in their daily routines by providing skincare and haircare products at both the PSG Campus and the Parc des Princes.

Bringing the partnership to life for fans

L'Oréal Groupe's brands will also bring the partnership to life for Paris Saint-Germain supporters through exclusive experiences during selected home matches. These activations will combine sport, innovation, creativity and style, extending the partnership beyond the pitch.

About Paris Saint-Germain

Founded in 1970, Paris Saint-Germain is the most successful club in France and a benchmark in European football, crowned by its UEFA Champions League victory in 2025. Since 2011, under the leadership of Qatar Sports Investments (QSI), it has established itself as a leading multi-sport institution (men's and women's football, handball, judo, esports), driven by values of excellence, teamwork, and self-improvement. In 2024, the Club reached another major milestone with the inauguration of the Paris Saint-Germain Campus, its state-of-the-art training center located in Poissy.

Deeply rooted in its Parisian identity, Paris Saint-Germain draws on the energy of the capital to develop a unique model at the crossroads of sport, culture, and lifestyle. This positioning is embodied in iconic collaborations, notably with Jordan since 2018, as well as in numerous projects spanning art, fashion, music, and well-being.

With more than 235 million fans across social media and a global network of PSG Academies and supporters' clubs, the Club actively contributes to promoting Paris around the world. At the same time, it carries out concrete initiatives close to its local communities, particularly through PSG for Communities, supporting youth empowerment. Paris Saint-Germain thus stands out as the Club of the New Generation.

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About Vichy Laboratoires

Founded in 1931 by Dr. Prosper Haller at the Vichy Thermal Center in France, Vichy Laboratoires pioneered dermocosmetics by bridging the gap between health and beauty. Rooted in our signature, "La santé passe aussi par la peau," we treat the skin as a vital organ deserving the highest medical rigor.

Recognizing that internal and external factors shape the skin more than genetics, our mission is to deliver desirable, integrative health solutions backed by medical science. We are the ultimate beauty brand for health performers – proactive individuals focused on longevity, health span, and healthy aging.

We nurture beauty from the inside out through integrative protocols that boost the body's biological mechanisms. By uniting advanced cosmetics topical and oral solutions for skin and hair, devices, and expert adjunctive care, we prove that rigorous dermatological science can seamlessly blend with ultimate sensoriality.

Medical professional endorsement is our highest form of trust. Because every innovation is rooted in scientific evidence and clinical validation, Vichy Laboratoires is recommended by 80,000 dermatologists globally, making us the #2 most-recommended brand by dermatologists worldwide, and the #1 dermatologist-recommended anti-dandruff brand and dermo haircare brand worldwide.

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 and generous. With our broad portfolio of 40 international brands and strong sustainability ambitions 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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