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L'Oréal launches La Roche-Posay *MY SKIN TRACK UV* -The first battery-free wearable sun safety sensor- in the U.S.

Available now exclusively on Apple.com and at select U.S. Apple Stores
Sensor and companion App measure UV, pollution, pollen and humidity

NEW YORK, November 14, 2018 – Continuing a decades-long commitment to skin and sun-safety research and innovation, L'Oréal today announced that La Roche-Posay *My Skin Track UV*—the first battery-free wearable electronic to measure UV exposure—is available now at apple.com and select U.S. Apple Store locations. This marks the first time *My Skin Track UV*, which was developed by L'Oréal's Technology Incubator and unveiled to acclaim at the 2018 Consumer Electronics Show, will be available to consumers in the U.S. With a precise sensor that measures individual UV levels and a companion app that tracks your exposure to pollution, pollen, and humidity, the launch of *My Skin Track UV* allows users to make more informed choices when it comes to their skin.

“Our research has long indicated the need for better consumer understanding of personal UV exposure,” said Guive Balooch, Global Vice President and Head of L'Oréal's Technology Incubator. “We created this battery-free sensor to seamlessly integrate into the lives, and daily routines, of those using it. We hope the launch of this problem-solving technology makes it easier for people to make smart, sun-safe choices.”

The award-winning La Roche-Posay *My Skin Track UV* measures both UVA and UVB rays, and provides instant status updates while storing up to three months of data. The battery-free sensor is activated by the sun and powered by the user's smartphone using near-field communication. *My Skin Track UV* relays stored data to its accompanying app through an easy single-touch function: users simply tap *My Skin Track UV* against their smartphone to update the app. In addition to extensive UV data, the app—which seamlessly integrates with Apple HealthKit—provides insights into humidity, pollen, and pollution levels. Designed in collaboration with visionary designer Yves Behar, the discreet wearable sensor is 12mm wide and 6mm high, waterproof, and has a sturdy wire clip that can conveniently attach to clothing or accessories.

My Skin Track UV was co-developed with L'Oréal's leading skincare brand, La Roche-Posay, which works closely with dermatologists to develop safe and effective skincare products for patients worldwide. La Roche-Posay's line of *Anthelios* sunscreens has won of over 60 beauty industry awards to-date. In 2016, La Roche-Posay and L'Oréal launched the first-ever stretchable skin sensor to monitor UV exposure, *My UV Patch*. Ensuing consumer studies showed a resulting increase in sun-safe behaviors, with 34 percent of participants applying sunscreen more often and 37 percent seeking shade more frequently.

Both *My Skin Track UV* and *My UV Patch* draw from partnership and research L'Oréal conducted in conjunction with Professor John Rogers from Northwestern University, through his portfolio of intellectual property (IP) and innovation around flexible, stretchable electronics and millimeter-scale wireless technologies, with two leading wearable companies—MC10, Inc. and Wearifi.

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“La Roche-Posay believes that better looking skin starts with healthy habits. That’s why we are committed to bringing scientific progress directly to consumers, so that they can make well-informed decisions that will help them take exceptional care of their skin,” said Laetitia Toupet, Global General Manager of La Roche-Posay. “The research that went into the development of this technology indicated that wearables have the power to inspire true behavioral change by helping people measure and understand their exposure to various environmental aggressors and take action.”

My Skin Track UV is now available at apple.com and select Apple stores in the U.S. for \$59.95 MSRP. For more information on *My Skin Track UV*, visit www.laroche-posay.us.

About L'Oréal

L'Oréal has devoted itself to beauty for over 100 years. With its unique international portfolio of 34 diverse and complementary brands, the Group generated sales amounting to 26.02 billion euros in 2017 and employs 82 600 people worldwide. As the world's leading beauty company, L'Oréal is present across all distribution networks: mass market, department stores, pharmacies and drugstores, hair salons, travel retail, branded retail and e-commerce. Research and innovation, and a dedicated research team of 3 885 people, are at the core of L'Oréal's strategy, working to meet beauty aspirations all over the world. L'Oréal's sustainability commitment for 2020 "Sharing Beauty With All" sets out ambitious sustainable development objectives across the Group's value chain. For more information: <http://mediaroom.loreal.com/en/>

About La Roche-Posay

Recommended by dermatologists worldwide, La Roche-Posay's mission is to offer a better life for sensitive skin. Created by a pharmacist in 1975, the brand is now present in over 60 countries. It offers a unique range of daily skincare developed for every skin type to complement their patients' treatments and promote good skincare practices adapted to each skin concern. The brand develops formulas with its exclusive Selenium-rich water, also used at its Thermal Center, the first Dermatology Center in Europe, due to its antioxidant and soothing properties. The products are developed using a strict formulation charter with a minimal number of ingredients and are formulated at optimal concentrations. Additionally, La Roche-Posay products undergo stringent clinical testing for efficacy and safety, even on sensitive skin. The key La Roche-Posay product ranges are: Lipikar (dry skin), Anthelios (photoprotection), Effaclar (acne) and Toleriane (sensitive skin). For additional information about La Roche-Posay, visit www.laroche-posay.us and follow La Roche-Posay USA on Facebook, Instagram and Twitter @LaRochePosayUSA.

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