

# L'ORÉAL

## L'ORÉAL GROUPE LAUNCHES MELASYL™, A GROUNDBREAKING INGREDIENT TO ADDRESS LOCALIZED SKIN PIGMENTATION ISSUES

**Clichy, 11 March 2024** – [L'Oréal Groupe](#) today announced the launch of Melasyll™, a breakthrough molecule designed to address localized pigmentation issues that lead to age spots and post-acne marks. According to a landmark, worldwide epidemiological study on pigmentary disorders, half of all people report having at least one skin pigmentation issue<sup>1</sup>. L'Oréal formulations containing the new proprietary ingredient work inclusively, across all skin tones, to address pigmented marks on the skin and improve their appearance. Melasyll is the result of rigorous tests involving 121 scientific studies.

Cosmetic products formulated with multi-patented Melasyll help provide a more even, natural skin tone, addressing even the most persistent marks. Eighteen years of research have culminated in the introduction of Melasyll, which is now available in La Roche Posay's Mela B3 franchise, including MelaB3 serum and MelaB3 SPF30. L'Oréal Paris and Vichy will follow with future product launches, expanding consumer access to expert formulations containing the new ingredient.

*"With half of all people reporting skin pigmentation issues and a third of these experiencing lower quality of life as a result, the impact of visible spots or post-acne marks is clearly more than skin-deep,"* said **Anne Colonna, Global Head of Advanced Research at L'Oréal Groupe**. *"Melasyll is a first-of-its kind ingredient that helps to address localized skin pigmentation issues, with proven efficacy and wide accessibility that will enable more people to regain their self-confidence."*

Melanin enables the vast spectrum of human skin tones in all their diversity, with melanin production increasing following sun exposure to protect skin cells. Many factors can upset normal melanin production, which can lead to localized pigmentation issues such as age spots and post-inflammatory marks. L'Oréal formulations containing Melasyll improve the appearance of existing dark spots, including persistent ones, with clinically demonstrated efficacy and safety across all skin tones.

For over a century, L'Oréal has been a leader in advanced sciences for beauty, with 35 years of dedicated research into skin pigmentation. Melasyll was first presented at the World Congress of Dermatology 2023 in Singapore, alongside the first worldwide epidemiological study on pigmentary disorders. Melasyll was recently featured at the American Academy of Dermatology's annual meeting in San Diego from March 8-12, 2024.

### **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 (e-commerce, mass market, department stores, pharmacies, perfumeries, hair salons, branded and travel retail), in 2023 the Group generated sales amounting to 41.18 billion euros. With 20 research centers across 11 countries around the world and a dedicated Research and Innovation team of over 4,000 scientists and 6,400 Digital talents, L'Oréal is focused on inventing the future of beauty and becoming a Beauty Tech powerhouse.*

More information on <https://www.loreal.com/en/mediaroom>

*"This press release does not constitute an offer of sale or solicitation of an offer to purchase L'Oréal shares. If you wish to obtain more comprehensive information about L'Oréal, please refer to the public documents registered in France with the Autorité des Marchés Financiers, also available in English on our website [www.loreal-finance.com](http://www.loreal-finance.com).*

*This press release may contain forecast information. While the Company believes that these statements are based on reasonable assumptions as of the date of publication of this press release, they are by nature subject to risks and uncertainties which may lead to a discrepancy between the actual figures and those indicated or suggested in these statements."*

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<sup>1</sup> A first-of-its-kind study of 48,000 people in 34 countries conducted by La Roche Posay; selected as breaking news at World Congress of Dermatology, Singapore, 5 July 2023.

CONTACTS  
**L'ORÉAL**

Switchboard  
+33 (0)1 47 56 70 00

**Individual shareholders and market regulators**

Pascale GUERIN  
+33 (0)1 49 64 18 89  
[Pascale.guerin@loreal.com](mailto:Pascale.guerin@loreal.com)

**Financial analysts and institutional investors**

Eva QUIROGA  
+33 (0)7 88 14 22 65  
[Eva.quiroga@loreal.com](mailto:Eva.quiroga@loreal.com)

**Media**

Brune DIRICQ  
+33 (0)6 63 85 29 87  
[Brune.diricq@loreal.com](mailto:Brune.diricq@loreal.com)

Christine BURKE  
+33 (0)6 75 54 38 15  
[Christine.burke@loreal.com](mailto:Christine.burke@loreal.com)

For further information, please contact your bank, stockbroker or financial institution (I.S.I.N. code: FR000012031) and consult your usual newspapers or magazines or the Internet site for shareholders and investors, [www.loreal-finance.com](http://www.loreal-finance.com), the L'Oréal Finance app or call the toll-free number from France: 0 800 66 66 66. 0 800 66 66 66

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