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L'Oréal USA Launches Beaumoji, the Ultimate Emoji Keyboard for Beauty Lovers

L'Oréal USA today announced the launch of "Beaumoji," the most extensive messaging keyboard designed to enhance and animate conversations around the world of beauty. The keyboard offers 130 playful and on-trend emojis created exclusively for the passionate and growing community of beauty enthusiasts.

Once downloaded, the Beaumoji keyboard is organized into categories including 'It Girl,' which features illustrations of current beauty trends like the ombré lip and pastel hair, 'Pampered Life' with characters indulging in beauty experiences, alongside symbols of 'Iconic' L'Oréal-brand products, such as Urban Decay's beloved Naked palette and Maybelline New York Great Lash mascara. Beaumoji also features categories titled 'beYOUtiful' which encourages users to embrace their personal style and express their unique beauty stories, and 'Love' which includes icons and gestures to express enthusiasm for all things beauty. Beginning July 7th, the keyboard will be available for free on both iOS and Android, and consumers can expect seasonal upgrades with new emojis to reflect evolving beauty trends.

To celebrate the announcement, L'Oréal is also unveiling an emoji design contest, inviting consumers to create and submit their own Beaumoji using the hashtag #BeaumojiContest which will be judged by a panel of top beauty influencers. Three winners will receive a trip to New York City for a one-night stay and VIP ticket to Beautycon Festiv**al New York (October 1st), where their Beaumoji will** be revealed live on stage alongside some of the industry's most admired beauty influencers and in front of thousands of beauty industry enthusiasts.

L'Oréal USA was inspired to create Beaumoji by the growth of beauty-oriented conversations on mobile and through social messaging. Social platforms like YouTube, Pinterest, Instagram and Snapchat have completely transformed the way consumers learn about, engage with and relate to the beauty industry. By leveraging social listening tools, L'Oréal saw a surge in these online conversations and the use of the few relevant emojis currently available like the Unicode lipstick and nail polish icons. L'Oréal's mission was to fill the gap between the growing desire to communicate in new ways about beauty and the visual tools available to best illustrate it.
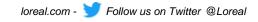
"We know the online conversation a*round beauty is huge and continuing to* spike along with the shorthand language of emojis. We saw an opportunity to provide expressions and tools for our

beauty community that reflect the daily conversations we see happening," said Rachel Weiss, Vice President of Innovation and Entrepreneurship at L'Oréal USA. "With Beaumoji, our goal is to provide emojis that beauty enthusiasts crave and speak to their unique passions, lifestyles and personalities."

Beaumoji is the latest effort in L'Oréal's ongoing digital and technology innovation strategy. Other recent innovations include the Makeup Genius virtual makeup app and the My UV Patch skin sensor app—launched at the Consumer Electronics Show earlier this year. The company is dedicated to continue innovating on mobile in order to provide passionate consumers with the newest ways to communicate and experience beauty in the digital age.

The Beaumoji keyboard was created in partnership with Snaps, the first end-to-end platform for brand marketing across messaging applications and devices. Beaumoji will be available for free in both iOS and Android app stores.

Find out more information on the Beaumoji Design Contest here. The contest closes this Friday, July 15th.

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 25.8 billion euros in 2016 and employs 89,300 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 3,870 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. www.loreal.com

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Contacts L'OREAL (switchboard + 33 1.47.56.70.00)

Individual shareholders and market authorities	**Financial analysts and institutional investors**	**Journalists**
Jean Régis CAROF	Françoise LAUVIN	Stéphanie Carson-Parker
Tel : + 33 (0)1.47.56.83.02	Tel : +33 (0)1.47.56.86.82	Tel : + 33 (0)1 47 56 76 71
jean-regis.carof@loreal.com	francoise.lauvin@loreal.com	stephanie.carsonparker@loreal.com

For further information, please contact your bank, stockbroker or financial institution (I.S.I.N. code: FR0000120321), and consult your usual newspapers or magazines or the Internet site for shareholders and investors, www.loreal-finance.com,the L'Oréal Finance app or call the toll-free number from France: 0.800.66.66.66.

Anne-Laure RICHARD	Polina Huard	Vanessa Wang
Tél : +33 (0)1.47.56. 80.68	Tél : +33 (0)1 47 56 87 88	Tel : +33 (0)1 47 56 76 88
annelaure.richard@loreal.com	polina.huard@loreal.com	vanessa.wang@loreal.com

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