

L'ORÉAL

L'Oréal Debuts First-Ever Stretchable Electronic UV Monitor at the 2016 Consumer Electronics Show

Clichy, January 6, 2016 - Today at the Consumer Electronics Show, L'Oréal unveiled My UV Patch, the first-ever stretchable skin sensor designed to monitor UV exposure and help consumers educate themselves about sun protection. The new technology arrives at a time when sun exposure has become a major health issue, with 90% of nonmelanoma skin cancers being associated with exposure to ultraviolet (UV) radiation from sun* in addition to attributing to skin pigmentation and photoaging.

To address these growing concerns, L'Oréal Group's leading dermatological skincare brand, La Roche-Posay, is introducing a first-of-its kind stretchable electronic, My UV Patch. The patch is a transparent adhesive that, unlike the rigid wearables currently on the market, stretches and adheres directly to any area of skin that consumers want to monitor. Measuring approximately one square inch in area and 50 micrometers thick - half the thickness of an average strand of hair - the patch contains photosensitive dyes that factor in the baseline skin tone and change colors when exposed to UV rays to indicate varying levels of sun exposure.

Consumers will be able to take a photo of the patch and upload it to the La Roche-Posay My UV Patch mobile app, which analyzes the varying photosensitive dye squares to determine the amount of UV exposure the wearer has received. The My UV Patch mobile app will be available on both iOS and Android, incorporating Near Field Communications (NFC)-enabled technology into the patch-scanning process for Android. My UV Patch is expected to be made available to consumers later this year.

"Connected technologies have the potential to completely disrupt how we monitor the skin's exposure to various external factors, including UV," says Guive Balooch, Global Vice President of L'Oréal's Technology Incubator. "Previous technologies could only tell users the amount of potential sun exposure they were receiving per hour while wearing a rigid, non-stretchable device. The key was to design a sensor that was thin, comfortable and virtually weightless so people would actually want to wear it. We're excited to be the first beauty company entering the stretchable electronics field and to explore the many potential applications for this technology within our industry and beyond."

My UV Patch was developed by L'Oréal's U.S.-based Technology Incubator, a business division dedicated entirely to technological innovation, alongside MC10, Inc., a leading stretchable electronics company using cutting-edge innovation to create the most intelligent, stretchable systems for biometric healthcare analytics. L'Oréal also worked with PCH who design engineered the sensor. The stretchable, peel-and-stick wearable unites L'Oréal Group's extensive scientific research on the skin and expertise with UV protection with MC10's strong technological capabilities in physiological sensing and pattern recognition algorithms to measure skin changes over time, and PCH's 20-year

experience in product development, manufacturing and supply chain.

"With My UV Patch, L'Oréal is taking the lead in developing the next generation of smart skincare technology powered by MC10's unique, stretchable electronics platform, that truly addresses a consumer need," said Scott Pomerantz, CEO of MC10. "This partnership with L'Oréal marks an exciting new milestone for MC10 and underscores the intersection of tech and beauty and the boundless potential of connected devices within the beauty market."

*Source: Skin Cancer Foundation 2015

"Together with La Roche-Posay dermatologists like myself, we share a mission to help increase sun safe behavior," added Alysa Herman, MD. "La Roche-Posay recently commissioned a global study in 23 countries, which surveyed 19,000 women and men and found a huge gap in consumer behavior: even though 92% were aware that unprotected sun exposure can cause health problems, only 26% of Americans protect themselves all year round, whatever the season. With the new My UV Patch, for the first time, we are leveraging technology to help incite a true behavioral change through real-time knowledge. "

About L'Oréal

L'Oréal has devoted itself to beauty for over 105 years. With its unique international portfolio of 32 diverse and complementary brands, the Group generated sales amounting to 22.5 billion euros in 2014 and employs 78,600 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 and branded retail.

Research and innovation, and a dedicated research team of 3,700 people, are at the core of L'Oréal's strategy, working to meet beauty aspirations all over the world and attract one billion new consumers in the years to come. L'Oréal's new sustainability commitment for 2020 "Sharing Beauty With All" sets out ambitious sustainable development objectives across the Group's value chain.

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About LA ROCHE-POSAY and ANTHELIOS

Recommended by more than 25,000 dermatologists worldwide, La Roche-Posay offers a unique range of daily skincare developed with dermatologists to meet their standards in efficacy, tolerance and elegant textures for increased compliance. The products, which are developed using a strict formulation charter, include a minimal number of ingredients to reduce side effects and reactivity and are formulated with effective ingredients at optimal concentrations for increased efficacy. Additionally, La Roche-Posay products undergo stringent clinical testing to guarantee efficacy and safety, even on sensitive skin.

About MC10

MC10's mission is to improve human health through digital healthcare solutions. The company combines its proprietary ultra-thin, stretchable body-worn sensors with advanced analytics to unlock health insights from physiological data. MC10 partners with healthcare organizations and researchers to advance medical knowledge and create monitoring and diagnostic solutions for patients and physicians. Backed by a strong syndicate of financial and strategic investors, MC10 has received widespread recognition for its innovative technology, including being named a 2014 CES

Innovation in Design Honoree. MC10 is headquartered in Lexington, MA. Visit MC10 online at www.mc10inc.com.

About PCH

PCH designs custom product solutions for startups and Fortune 500 companies. Whether design engineering and development, manufacturing and fulfilment, distribution or retail, PCH takes on the toughest challenges. If it can be imagined, it can be made. At PCH, we make. www.pchintl.com.

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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.

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This news release may contain some forward-looking statements. Although the Company considers that these statements are based on reasonable hypotheses at the date of publication of this release, they are by their nature subject to risks and uncertainties which could cause actual results to differ materially from those indicated or projected in these statements."

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