

POWER OF BEAUTY

IN SAUDI ARABIA

L'ORÉAL
GROUPE

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Introduction

It starts with looking at the role that beauty has played in the human journey since the dawn of time, to the present day and the world of the Metaverse.

Our story continues by exploring the role of beauty in shaping our identity and how it accompanies us throughout the most important aspects of our lives.

We then look at the impact of beauty on how we interact with others, and how it can act as a social balm and helps shape our health and well-being.

Next, by understanding the link between beauty and society, we explore the different facades of beauty – a force that can be both liberating.

Our story ends by outlining the socioeconomic impact of the beauty industry, and L'Oréal's mission to "Create the Beauty that Moves the World".



A TIMELESS NEED

Humans have been using beauty products from time memorial. **350,000 years ago**, early humans were already using powders and ornaments to embellish the human body, revealing an early focus on personal care and appearance. From Homo erectus to the Metaverse, no human culture or civilization has survived without the need for beauty.

Throughout history, cosmetics have had around 13 essential purposes:

**HYGIENE
PROTECTION
HEALTH
IDENTITY
MUTUAL AID
TRADE
SOCIALIZATION
SELF-CONFIDENCE
HUMAN DIGNITY
DIFFERENTIATION
CREATIVITY
TRANSMISSION
AND SPIRITUALITY**

In early antiquity, the Ancient Egyptians were using oils and ointments for skincare and to promote health and well-being.

Blush made from poppies, black kohl and henna were already very common cosmetic ingredients. Cosmetics played such an important part in people's lives, that makeup palettes were buried with the dead for use with the afterlife.



**I.
BEAUTY IS
AN ESSENTIAL
HUMAN NEED,
IT IS VITAL
TO SOCIETY**



BEAUTY IS VITAL TO THE SAUDI SOCIETY

Beauty allows self-expression and the cultivation of identity

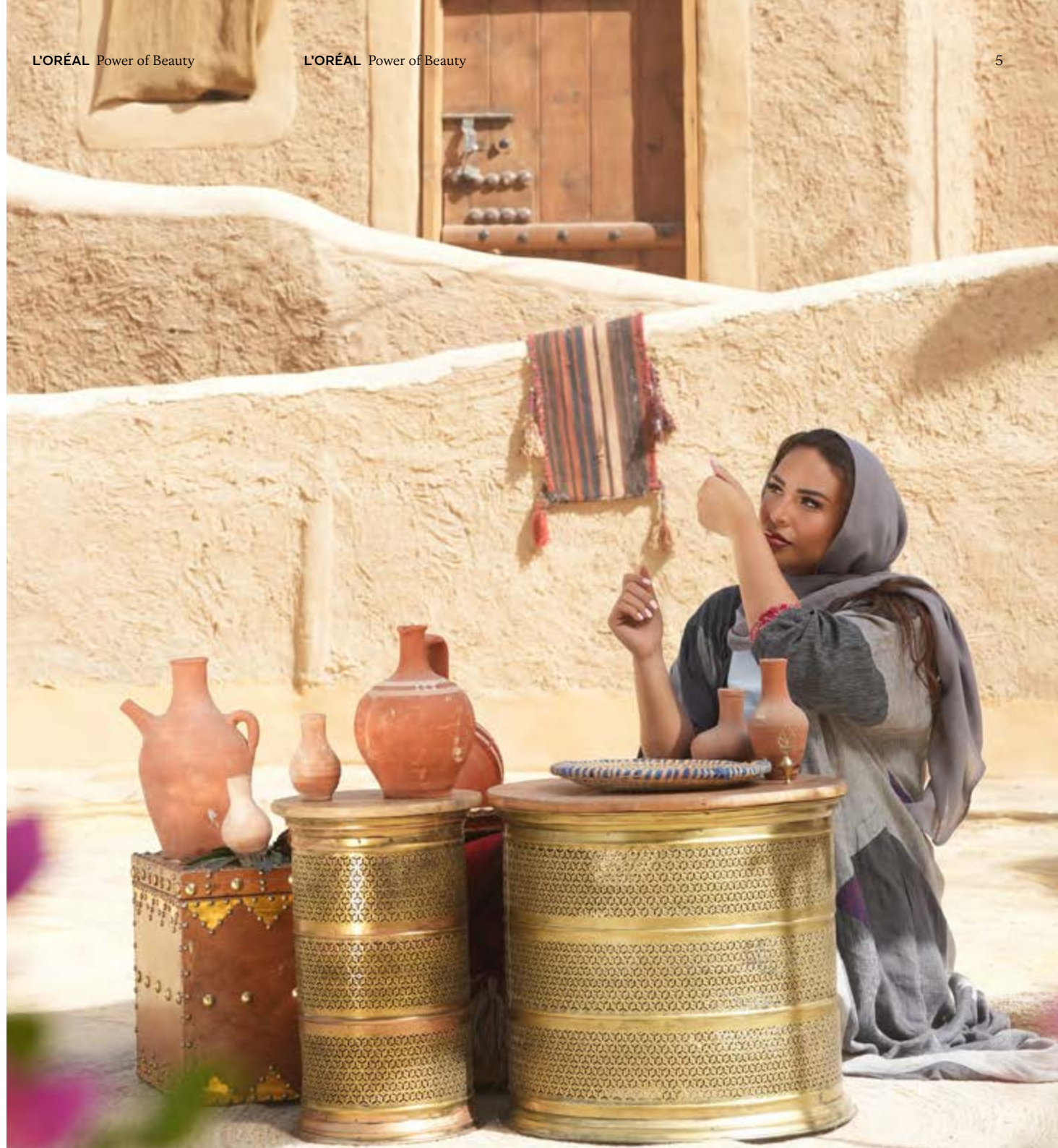
Beauty helps manifest and nourish individual identity. It holds the power of expression and creativity. This concept lies at the heart of the etymology of the word 'aesthetics', its original meaning referring to perception through the senses. People expect beauty to help them physically express their unique choices and personality.

Beauty in Saudi Arabia serves as a powerful medium for self-expression and the cultivation of identity, reflecting both traditional values and modern societal shifts.

A third of women in Saudi Arabia claim that makeup defines them as persons. This is significantly higher among younger millennials (aged 25-34 years old).

"It's important for me to feel comfortable and confident in the makeup I wear"

- Young Saudi Woman





Beauty rituals are important moments in people's lives and form part of their daily routines

Beauty rituals in Saudi Arabia hold significant importance as they are deeply intertwined with cultural identity, tradition, and daily life, forming essential moments of self-care and connection.

Daily Routine and Personal Well-being

Beauty rituals are integrated into daily and weekly routines as acts of self-care and self-love. Haircare, including oiling and treatments, the use of kohl for eye makeup and henna for intricate body art, are traditional practices that are maintained to promote health, confidence, and a polished appearance.

These routines foster a sense of wellness and honor oneself, reflecting a lifestyle where beauty is a balance of tradition, health, and individuality.

Social and Communal Connection

Many beauty rituals are communal activities that strengthen social bonds. For instance, women often gather to apply makeup or henna together, sharing tips and stories, which reinforces community ties and the passing down of knowledge. The act of hair oiling is also a moment of connection and love, often accompanied by storytelling and advice from mothers to daughters.

On average, Saudi Arabian women use nine makeup products daily.

“For Eid, my spending on makeup reaches around SAR 1,000. You have to wear new makeup during Eid. We check discounts and offers and buy.”

- Saudi Woman, Gen Z, Jeddah

Source: L'Oréal Consumer Connects, 2024
Source: L'Oréal Makeup U&A, 2024

Beauty supports self-esteem, self-confidence and improves quality of life

Beauty supports self-esteem and self-confidence in Saudi Arabia by serving as a means of personal empowerment and social acceptance.

Worldwide,
96%

of women say that beauty products make them feel good or boost their self-esteem.

In Saudi Arabia

**more than
one in four
women**

claim that makeup helps them feel confident; notably, eyebrow and face makeup are more strongly associated with confidence.

Beauty is a social need, essential for feelings of belonging within communities and key to social interactions

Two thirds of women in Saudi Arabia apply makeup on special occasions such as celebrations and weddings and more than one third apply make up before going to work.

Source: L'Oréal Makeup U&A, 2024



MAKEUP'S ROLE EXTENDS BEYOND AESTHETICS

Makeup plays a multifaceted role in society, extending beyond mere aesthetics. For many, it's a form of self-expression, allowing individuals to explore different facets of their personality and enhance their features. It can boost confidence and empower individuals to present themselves to the world as they wish to be seen. Makeup also holds cultural significance, with traditions and rituals surrounding its use varying across different societies and time periods. From ancient Egyptian kohl to modern-day contouring, makeup reflects evolving beauty standards and social norms. Finally, makeup can serve as a social tool, facilitating connections and conversations among individuals who share a passion for cosmetics.

1 in 3
women

in Saudi Arabia believe that makeup contributes to feeling beautiful which is part of having a healthy lifestyle and claim that the use of makeup shows that they care about themselves.

1 in 3 women in Saudi Arabia claim to enjoy talking about makeup with family and friends, a percentage notably higher among

young
millennials

(aged 25-34 years old).



SKINCARE AND HAIR CARE ARE LINKED TO HEALTH AND WELLBEING

Skin and hair care hold significant importance in society, impacting individuals' well-being and social interactions.

Healthy skin and hair contribute to a positive self-image, boosting confidence and self-esteem.

Effective skincare routines, including sun protection and appropriate cleansing, can prevent premature aging and skin concerns, promoting long-term health.

Hair care practices, like regular washing and conditioning, contribute to a hygienic and polished appearance, which can positively influence social perceptions.

From natural remedies to advanced cosmetic procedures, these industries cater to diverse needs and contribute to societal advancements in health and beauty.

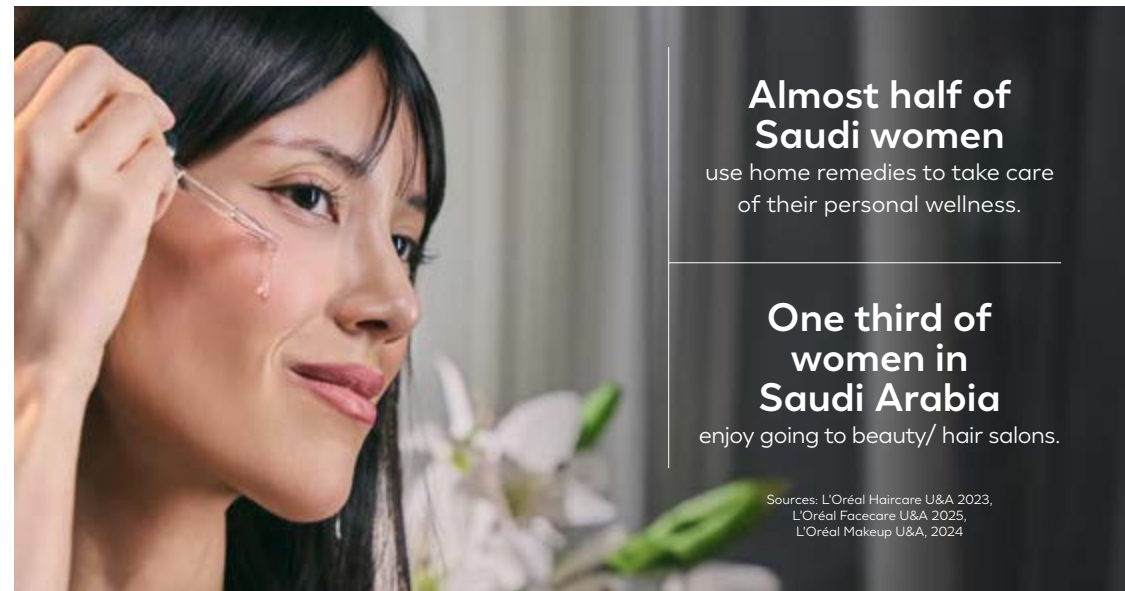
Discussions about skin and hair care often serve as social connectors, creating communities and shared experiences among individuals.

98%

of Saudi consumers do at least one step of skin prep before wearing makeup. Essential steps include applying moisturizer and cleansing their skin.

Saudi Women use up to **7 hair care** products and up to **8 skincare** products within their routines.

Ideal skin for Saudi Women is described as healthy looking, **clear, bright, spotless, soft, and acne-free.**



Almost half of Saudi women use home remedies to take care of their personal wellness.

One third of women in Saudi Arabia enjoy going to beauty/ hair salons.



FRAGRANCES INFLUENCE EMOTIONS

Fragrances play a subtle yet powerful role in society, influencing emotions, memories, and social interactions. The sense of smell is deeply connected to the limbic system, the part of the brain that governs emotions and memories. Therefore, fragrances can evoke strong emotional responses, from feelings of comfort and nostalgia to excitement and attraction.

Specific scents can become associated with certain people or occasions, further solidifying their emotional impact. From ancient rituals involving incense to the modern-day perfume market, fragrances have played a consistent role in human culture, enhancing our sensory experiences and social connections.

Fragrance layering in Saudi Arabia is an important part of the routine. Creating a personalized scent is one of the main reasons for layering, as well as to achieve more long lasting results.

For Saudi men, the primary motivation for wearing fragrance often include achieving a fresh sensation, exuding elegance and self-pampering.



**MEN USE
FRAGRANCE
TWICE A DAY
ON AVERAGE.**

Aromatic, floral and oriental notes are the most used and preferred in Saudi Arabia. Females prefer lighter, more discreet notes such as floral, powdery and citrus, while males prefer stronger notes such as oriental, aromatic and oud.

Source: L'Oréal Fragrance U&A 2023

At L'Oréal, we share a common purpose to:

**CREATE THE
BEAUTY THAT
MOVES THE WORLD**

CREATE THE BEAUTY THAT MOVES THE WORLD

Beauty is a powerful force that moves us.

We know that beauty is more than just looking good. Beauty gives us confidence in who we are, in who we want to be, and in our relationships with others.

For over a century we have been dedicated to one sole vocation: creating beauty.

Our goal is to offer each and every person around the world the best of beauty in terms of quality, efficacy, safety, sincerity and responsibility to satisfy all beauty needs and desires in their infinite diversity.

Because beauty is a permanent quest,

we harness the power of our innovation to continually enhance the performance of our products and services.

Because we value diversity,

we leverage each of our brands to celebrate all expressions of beauty.

Because we strive to be exemplary

with a long-term vision, we anchor our actions in our strong values and demanding ethical principles.

We act to shape the future of beauty

by leveraging the best of science and technology, increasingly inspired by nature.

We act to drive social innovation

by offering the best working conditions, training, and social protection for our employees.

We act to build a business with inclusivity

at its heart by ensuring we are as diverse as the people we serve.

We act to nurture lasting partnerships

with our clients and suppliers based on mutual trust and collaboration.

We act to create value for all our shareholders,

by sustaining a robust business model.

We act to champion the cause of women

and to strengthen the communities with which we engage.

We act to protect the beauty of the planet

by fighting climate change, respecting biodiversity and preserving natural resources.

OUR GLOBAL PORTFOLIO OF BRANDS

L'Oréal's strength lies in its deep commitment to understanding and respecting the diverse needs, income levels, expectations, and traditions of consumers worldwide. This consumer-centric approach, combined with its portfolio of **37 culturally diverse and complementary brands**, fuels the Group's ability to develop beauty innovations with true global potential.



DRIVEN BY INNOVATION

Founded by 28-year-old chemist, Eugène Schueller after 1909, and innovation has since always been an important part of our DNA.

€1.3 Bn
invested in Research
& Innovation in 2024

21
Research Centers
across 11 Countries

5,500
Digital & Tech
Specialists

4,000+
Researchers

694
Patents filed in 2024



OUR COMMITMENTS

Striving towards an ever more responsible & sustainable business model

Our commitments focus on three key areas - the planet, the people, our products - with multiple initiatives and day-to-day actions to achieve our goals.

Because we committed to do everything in our power to be exemplary.

L'ORÉAL FOR THE FUTURE

For over 25 years, L'Oréal has proactively worked towards a sustainable and inclusive future, seeking to protect the planet's beauty and empowering communities worldwide.

We made choices very early on that were ahead of their time and which have helped us become better prepared to tackle the challenges facing the world today. The L'Oréal for the Future program, launched in 2020, is the latest chapter in this long journey, and continues our deep and long-held commitment to transparent and impactful change. It reflects our conviction that economic performance and environmental and social responsibility are inseparable.

We believe that transformation happens through action - one product, one choice, one moment at a time - because deliberate daily choices can set in motion forces greater than themselves.

As the world's largest beauty company, we recognize our unique position and responsibility to drive real, meaningful change: from addressing the impacts of climate change, to safeguarding natural resources, to championing circularity, and building community resilience, our actions are anchored in latest environmental science and underpinned by our desire for constant improvement.

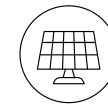
2025 marks the halfway point in our L'Oréal for the Future program

At the halfway point of this program, which was launched in 2020, we have reflected on our progress and learnings, refined our roadmaps and reinforced our commitments.

Several of our initial objectives have now become systematically integrated into standard practices and operational policies, we've adjusted some roadmaps and introduced new targets addressing key material topics, including virgin plastic reduction, nature regeneration and water resilience. See our progress to date here.

THE L'ORÉAL FOR THE FUTURE PROGRAM IS CENTERED ON FOUR KEY PILLARS

1 Steward the Climate Transition



2 Safeguard Nature



3 Drive Circularity



4 Support Communities





Steward the Climate Transition

Reach 100% renewable energy use on operated sites and store. Reduce absolute scope 1 and 2 GHG emissions by **57 % compared to 2019**. Reduce absolute scope 3 GHG emissions from purchased goods and services, upstream transportation and distribution and business travel by **28% compared to 2019**.



Safeguard Nature

Use **100% recycled** or reused water for industrial purposes in our factories. Sustainably source at least 90% of biobased materials used in formulas and packaging. Source over **75% of ingredients** from nature or from recycled materials in formulas. Offer water-saving products or technologies to enable consumers in water-stressed markets to meet their hygiene and beauty needs. Regenerate more land than our footprint to enhance the health and resilience of our priority ecosystems.



Drive Circularity

Reduce by 50% in absolute the use of virgin plastic for product packaging compared to 2019. Source **50% of all materials** used in product packaging either from recycled or biobased sources. Reduce the packaging intensity of our products by **20%** compared to 2019.



Support Communities

Help **100,000 people** from disadvantaged communities gain access to employment. Support **10 million people** through our brands' social engagement programs. Enhance wellbeing, empowerment and resilience of **5 million** women through our philanthropic efforts.

Have **100%** of our strategic suppliers sign a living wage pledge with a time-bound action plan.



For the people we create the inclusive beauty that moves the world

At L'Oréal Groupe, our mission is to create beauty that inspires and moves the world. For over a century, we have been committed not only to creating high-quality beauty products but also to enriching the lives of our employees and consumers. We firmly believe that beauty stems from the empowerment of people. This is why we are dedicated to fostering

We stand for all women around the world

L'Oréal is deeply committed to the empowerment of women around the world and reflects this commitment through a wide range of impactful initiatives. At the heart of this mission is the **L'Oréal Fund for Women**, a philanthropic fund launched in 2020 in response to the COVID-19 crisis. This fund specifically targets highly vulnerable women, with two main focuses: to help women get out of poverty and to help women who are victims of gender-based and sexual violence. Since its inception, more than **530 organizations** have been supported in **90 countries**, directly helping more than **4,800,000 women and girls**.

The Group is also committed to women's economic empowerment through its **Solidarity Sourcing program**. In 2025, this program has enabled **42,571 women** from vulnerable communities, including those involved in the production of raw materials like shea and argan, to

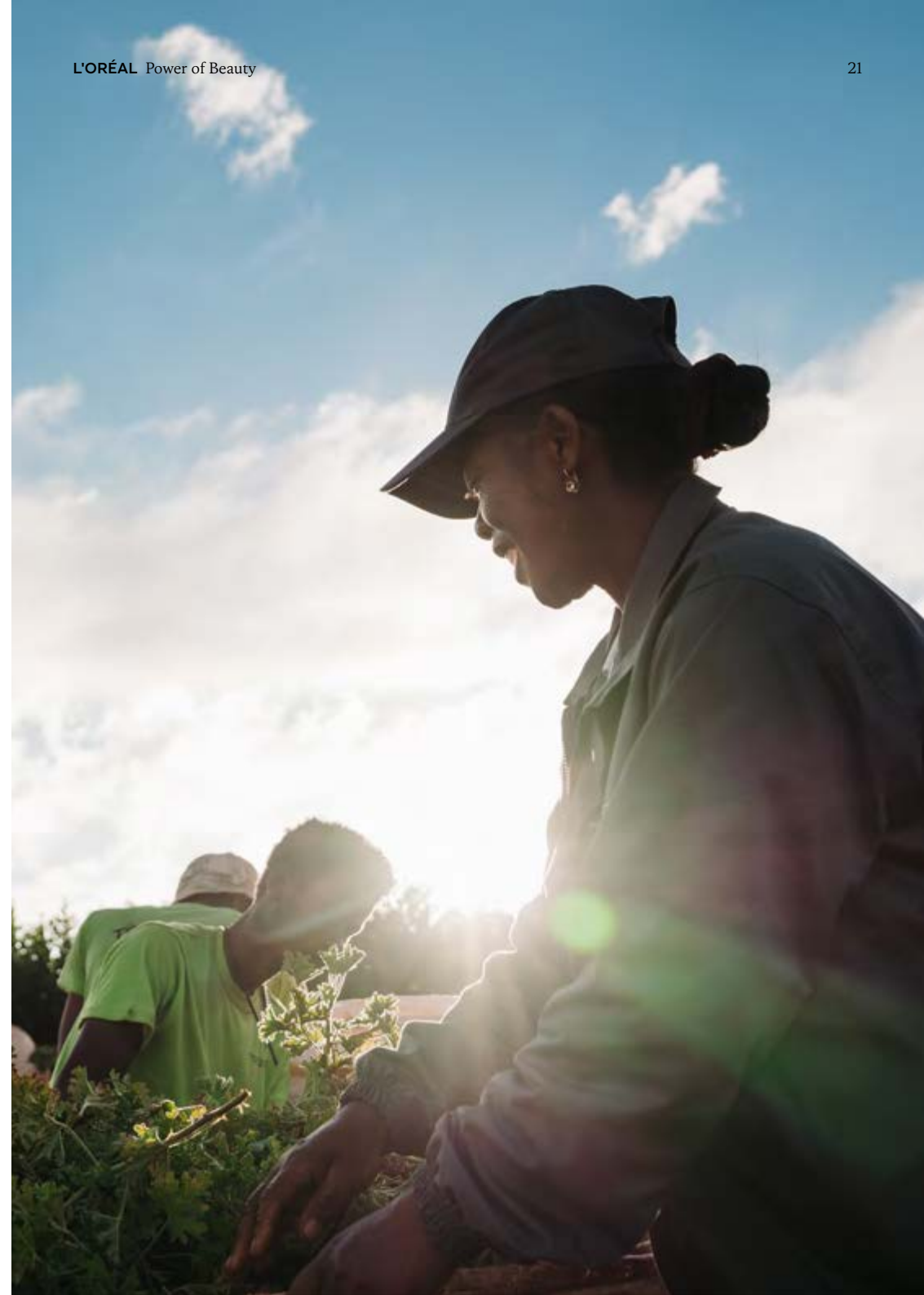
gain employment and secure a decent income. The program also supports **female entrepreneurs, single mothers, and victims of violence**, providing them with sustainable economic opportunities

Beyond philanthropy, L'Oréal's brands are at the forefront of advocacy for women's rights and empowerment. These brands use their influence to address critical issues such as domestic and sexual violence, provide support to victims, and create educational and entrepreneurial opportunities for women. For example, initiatives such as L'Oréal Paris's "Stand Up" initiative against street harassment, demonstrate the brand's active role in societal change.

Support for people with disabilities

L'Oréal is fully committed to promoting the inclusion of people with disabilities, both visible and invisible. We continually aim to increase the representation of employees with disabilities with a global objective of **2% of our global workforce**, underscoring our commitment to inclusive recruitment, retention, and workplace adaptation. Our comprehensive strategy focuses on making our physical and digital environments accessible, ensuring that every employee and consumer can fully engage with our products and services.

The Group is particularly committed to digital accessibility, promoting platforms, websites and applications designed for everyone.



We also prioritize mental health and well-being through initiatives that support our employees, fostering an environment where everyone can thrive

We partner with international organizations leading efforts to share best practices and advance disability inclusion.

L'Oréal for Youth: A global program for youth employment

At L'Oréal, we are committed to building a world where young people have equal access to education and employment opportunities.

Through our global initiative, L'Oréal For Youth (L4Y), we bring young talents into the heart of our business. Recognizing that not everyone has the privilege of a strong support system or industry connections, L4Y aims to bridge the gap between formal education and the job market.

We provide mentorship, internships, and training programs designed to empower the next generation of leaders.

In 2025:

100,000+

youth engaged in
employability programs

25,000+

jobs created for under 30s

By partnering with other companies, NGOs, and governments, we aim at expanding our impact and supporting youth employability on a global scale.

Promoting diversity, equity and inclusion

L'Oréal Groupe is deeply committed to promoting diversity, equity and inclusion as a core aspect of its global business. This includes acting to build a business with inclusivity at its heart by ensuring we are as diverse as the people we serve. As a result, L'Oréal strives to ensure that its teams represent the diversity of cultures, backgrounds, and life experiences of its consumers, which enhances creativity, innovation, and business performance.

L'Oréal's diversity, equity and inclusion efforts are implemented across all the countries where we operate. These initiatives are adapted to local contexts and laws, ensuring they are relevant and impactful in different cultural settings. We believe that our approach to diversity, equity and inclusion is a key driver of innovation and performance for the Group.



**II.
BEAUTY IS A
STRATEGIC
INDUSTRY;
IT DRIVES
ECONOMIC
GROWTH**

THE VALUE CHAIN OF THE BEAUTY INDUSTRY WORLDWIDE

Valued at more than €290 billion in 2024*

and powered by science and tech innovation, the beauty industry creates millions of jobs worldwide in varying domains

800 million people

will join the middle class worldwide by 2030

Europe €69.6 billion in 2024

4.2 Billion potential consumers

53% of total population

SAPMENA €31.9 billion in 2024

Source: L'Oreal financial report 2024

THE CONTRIBUTION OF L'ORÉAL GROUPE



L'Oréal, a global beauty powerhouse,

has played a significant role in shaping the beauty landscape in Saudi Arabia.



L'Oréal's commitment to diversity

and inclusion is reflected in its product offerings and marketing campaigns, which celebrate the unique beauty of Saudi women.



Bringing its extensive portfolio

of international brands and expertise to the Kingdom, L'Oréal has catered to the evolving beauty needs and aspirations of Saudi consumers.



L'Oréal's presence in Saudi Arabia

contributes to the local economy through job creation, investment, and partnerships with local businesses.



By introducing innovative products

and trends, the company has broadened beauty horizons and empowered individuals to express themselves through diverse makeup, haircare, and skincare options.



Beyond its commercial endeavors,

L'Oréal engages in social responsibility initiatives, empowering women and promoting sustainable practices within the beauty industry.

L'ORÉAL GROUPE'S GLOBAL POSITION IN 2024

>150 countries
international presence



>90,000
employees worldwide
with 168 nationalities

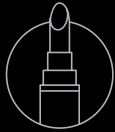
>4,200
researchers

+5%

like-for-like growth in 2024

>8,000

Digital, Tech and Data experts



No. 1
in beauty worldwide*

37

international brands

158

distribution centers
worldwide

€43.48 Bn

L'Oréal sales in 2024
with €8.69 billion operating profit



36

factories worldwide

>7 Bn

in 2024 units sold

€182.6 Bn

market capitalization

4th

largest advertiser
in the world



FOCUS ON L'ORÉAL IN SAUDI ARABIA



**ECONOMIC
CONTRIBUTION**



8,765

jobs supported across L'Oréal's
value chain in Saudi Arabia



+35,000

people benefit from L'Oréal's social
initiatives in Saudi Arabia



31

beauty brands



Serving Saudi Arabia
consumers since

2012



SAR 3.2 Bn

total sales generated across
L'Oréal's value chain in Saudi Arabia

**THE VALUE CHAIN OF BEAUTY
IN SAUDI ARABIA**

Beauty Industry is growing fast in Saudi Arabia

The value of the Saudi Arabian beauty market in 2024 is

\$2.0B

The Saudi Arabian market has demonstrated consistent growth, reflecting the modernization of the economy, increased beauty appetite, and growing participation of women in the workforce.

DEMOGRAPHICS EXPECTED BY 2030:

| | | |
|---|--|--|
| <p>36m total population +12% vs. 2020.</p> | <p>47% of the population is under 30 (15.7m).</p> | <p>99% internet penetration across the country.</p> |
| <p>42% of the population are females, totaling 14.2 million.</p> | <p>134% mobile connectivity reflects high device usage.</p> | <p>Consumer potential 34m</p> |

Highly Digital Population

Saudi Arabia boasts a very digital populace.

Source: L'Oréal BMS FY'2024
Source: World Data Labs, in PPP in 2030

Note: The value of the Saudi Arabian beauty market excludes Arabic Fragrances, Baby and Child-specific Haircare, Baby and Child-specific Skincare, Baby and Child-specific Sun Care, Baby and Child-specific Toiletries, Hair Removers/Bleaches, Intimate Hygiene, Women's pre shave, Body Powder.



**L'Oréal-UNESCO For Women
in Science Middle East Regional
Young Talents Program**

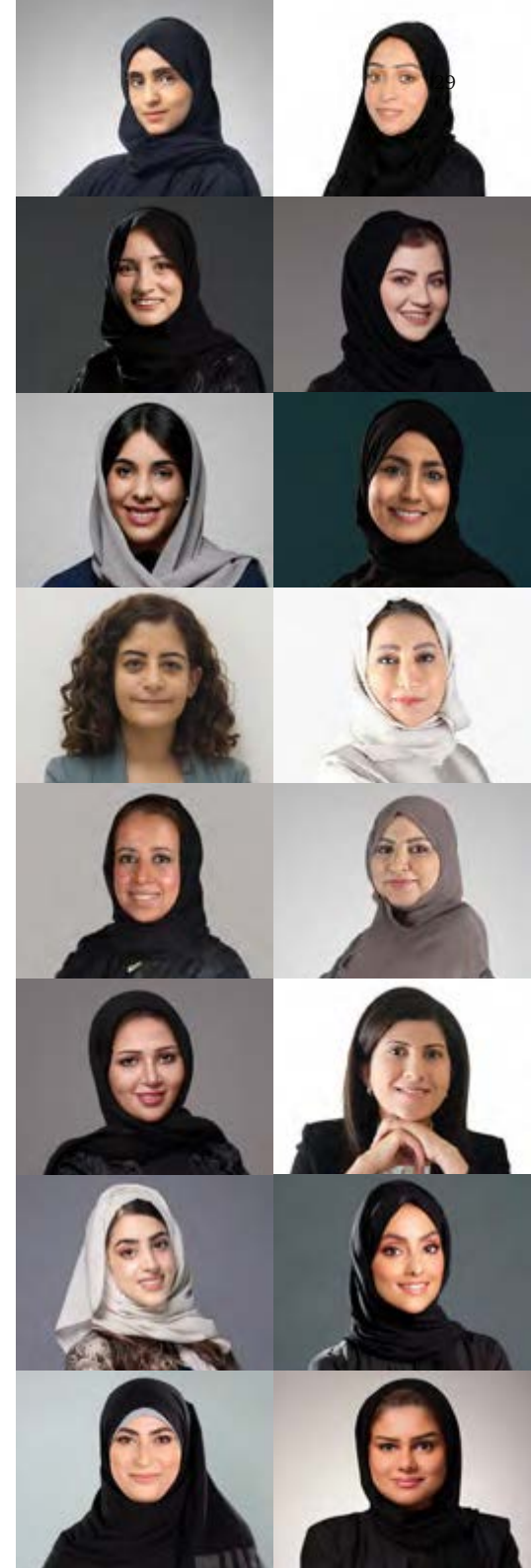
The L'Oréal-UNESCO For Women in Science Middle East Regional Young Talents program empowers, recognizes and promotes exceptional women scientists and further their research in the field of Science, Technology, Engineering, and Mathematics (STEM). The program promotes inclusivity in science by improving the representation of women in STEM and particularly in top decision-making positions.

| | |
|---|---|
| <p>Since 2014 the program empowers female Arab researchers in the GCC.</p> | <p>57 researchers supported across the GCC region.</p> |
|---|---|

**€952,000
SAR 3.67M**

invested in total funding for
research endeavors

| | |
|---|--|
| <p>16 winners from Saudi Arabia.</p> | <p>11 Saudi nationals among them.</p> |
|---|--|





L'ORÉAL GROUPE COMMITMENTS FOR PLANET & PEOPLE IN SAUDI ARABIA

Garnier Green Beauty

Garnier, one of the leading brands under L'Oréal Groupe, has been placing eco-friendly and sustainable solutions at the core of its business operations.

The brand started its green beauty commitment journey in Saudi Arabia through educating communities on sustainability and environmentally friendly solutions.

To take a step forward and in celebration of Saudi Arabia's 92nd National Day, Garnier joined forces with Naqaa Sustainability Solutions and Panda to recycle waste in the Kingdom.



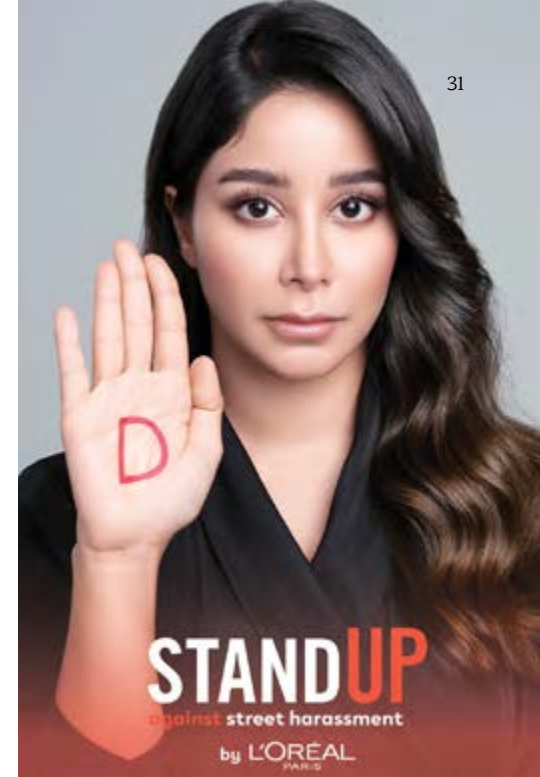
Recycled 348 tons of WASTE



Stand-Up Against Street Harassment Program: L'Oréal Paris x Himayah Organization

Through the Stand-Up program, L'Oréal Paris empowers women and society to stand up against street harassment through the 5D Methodology.

Since 2021, L'Oréal Paris, in partnership with Himayah Organization, a non-profit organization in Saudi Arabia that protects women against gender-based violence, has trained over 30,000 people on bystander intervention to tackle street harassment.



Fight With Care: La Roche-Posay x King Faisal Specialist Hospital Foundation "Wareef Charity"

In a pivotal step towards elevating dermatological care in the region, La Roche-Posay and King Faisal Specialist Hospital Foundation "Wareef Charity" have partnered through the 'Fight With Care' program to strengthen and expand the support for more than 1000 chemotherapy patients in Saudi Arabia.

The program provides specialized training to patients on how dermo-cosmetics can alleviate treatment side effects and donates thousands of units of the brand's clinically proven skincare products.



L'Oréal Professionnel Hairdressing Academy: 'Hair Styling and Haircare Vocational Training Program'

L'Oréal Professionnel Hairdressing Academy's journey began in Riyadh in 2021 in partnership with Princess Nourah bint Abdulrahman University. Through the 'Hair Styling and Haircare Vocational Training Program', the academy trains and certifies Saudi women as professional hairstylists with the aim of raising the standards of the industry and driving social inclusion. The program supports Saudi Arabia's 2030 vision to empower Saudi women, develop the small and medium business sector, and diversify the economy. The program then expanded to Imam Abdulrahman Bin Faisal University and Effat University.

The 'Hair Styling and Haircare Vocational Training Program', is accredited by the Technical and Vocational Training Corporation (TVTC), and subsidized by the Human Resources Development Fund (Hadaf). Training is conducted through L'Oréal Professionnel Hairdressing Academies in Riyadh, Dammam and Khobar as well as the three Universities across the Kingdom.

To date, over 100 Saudi women have graduated from this program, with an aim to certify over 1,000 by 2029.



Safe Homes: L'Oréal Saudi Arabia x Himayah Organization

In 2025, L'Oréal partnered with the Himayah Organization in Saudi Arabia, to support its 'Safe Homes' initiative and help more than 600 beneficiaries access skills training, psychological safety and preparation for employment.



Beauty For A Better Life Program in partnership with Education for Employment

The L'Oréal Foundation has dedicated €40,000 to the "Education for Employment" in Saudi Arabia specifically support the "**Beauty for a Better Life**" program to further women's empowerment in the Middle East.

This funding strengthens L'Oréal's commitment to supporting women in pursuing fulfilling careers, particularly in the beauty sector, through training, education, and employment opportunities.

With a projected 30 beneficiaries graduating in 2025 and entering the beauty workforce, the program, facilitated by "Education for Employment," is poised to make a tangible impact on women's economic prospects.



L'Oréal Brandstorm

L'Oréal Brandstorm is a leading international innovation competition, and one of its longest-running programs for 33 years now. Brandstorm, open to individuals aged 18-30, turbocharges careers by serving as a launchpad for promising careers in the beauty industry.

It provides a unique opportunity to celebrate innovation, engage with L'Oréal executives and talent acquisition teams to explore career opportunities, and recognize the power of youth and their potential to shape the future of beauty.

Since its launch in 1992, more than 800,000 international youth have participated in Brandstorm. The program is integrated into the curricula of 157 universities and business schools, globally.

Every year since the launch of the Middle East regional program, thousands of students from Saudi Arabia apply. In 2018, one team from Effat University won the regional contest and represented Saudi Arabia in the finals in Paris.

INNOVATION & BEAUTY TECH

Shaping the Future of Beauty

We believe that the future of beauty will become increasingly personalized, in line with each individual consumer's unique expectations, aspirations and biology – which we define as **'BEAUTY FOR EACH'**. Beauty will also become more diverse, generous, inclusive and responsible – helping to tackle the sustainability and inclusivity challenges facing the world today – which we define as **'BEAUTY FOR ALL'**.

INNOVATION

We embrace and nurture innovation. For decades, L'Oréal has opened its research and invested in specific areas:

In biotechnology new powerful ingredients and actives that address the underlying causes of aging including bioactives that supports cell regeneration, boost collagen production, and protect against environmental damage.

Beyond the lab, we are using the power of Green Sciences to take a new approach to beauty to meet our sustainability goals while offering our consumers safe and effective products.

In AI-powered diagnostics tools that can analyze skin and hair at a microscopic level, detecting invisible changes, enabling early intervention and creating hyper-personalized formulations tailored to individual needs.

Noli, the first of its kind AI powered multi-brand marketplace startup, is founded and backed by L'Oréal Groupe which is reinventing how people discover and shop beauty products. Through the partnership with Noli, we are using powerful AI diagnostics and tools

built from over 1 million face scan datapoints and analysis of 1000s of product formulations.

In AI predictive beauty platforms that leverage our unique Beauty-data platform to anticipate future skin and hair needs for proactive, personalized interventions that address potential issues before they become visible.

L'Oréal Groupe and NVIDIA partnered to unlock AI's potential across multiple aspects of beauty to enable groundbreaking, never-before-imagined beauty experiences such as scaling of 3D digital rendering of L'Oréal products.

In clinical trials and research collaborations to validate the efficacy of longevity-focused products, solutions and treatments, L'Oréal Groupe and Verily launched 'My Skin & Hair Journey', a multi-year study that will help researchers better understand the biological, clinical and environmental factors that contribute to skin and hair health over time.

III. THE FUTURE OF BEAUTY

BEAUTY TECH

L'Oréal is driving the future of beauty through “**Beauty Tech,**” leveraging science, technology, and innovation for personalized, inclusive, and sustainable beauty experiences. We are utilizing AI, AR, VR, and data analysis to create diagnostic tools for personalized skincare and haircare recommendations, develop advanced beauty devices like smart hairbrushes and at-home color systems, and offer immersive digital experiences like virtual makeup try-ons.

L'Oréal also emphasizes sustainability through green sciences and partnerships to reduce its environmental impact.

Our commitment to open innovation through collaborations with startups and tech giants fosters continuous development in the beauty tech space.

TECH FOR PERSONALIZATION AND SERVICES

L'ORÉAL CELL BIOPRINT

A groundbreaking skin assessment tool powered by L'Oréal's Longevity Integrative Science™ and developed in partnership with NanoEnTek. L'Oréal Cell BioPrint calculates skin's biological age, predicts responsiveness to active ingredients like retinol, and identifies potential cosmetic concerns before they become visible. This innovation empowers users with proactive, personalized skincare solutions.



LANCÔME RÉNERGIE NANO-RESURFACER 400 BOOSTER

A next-generation, at-home skincare device designed to boost topical penetration into the stratum corneum, amplifying Rénergie H.C.F. Triple Serum's performance to the fullest, for clinical-grade results at home. It is powered by patented nanochip technology made of 400 ultra-precise nano-tips to create invisible micro pathways on skin without pain or downtime.





LA ROCHE-POSAY SPOTSCAN

A skin diagnostic tool designed to amplify access to dermatology. Spotscan requires just 3 selfies to analyze and score imperfections. It can recommend a La Roche-Posay routine to acne sufferers.



KÉRASTASE K-SCAN

An AI-powered handheld device that uses 3 kinds of light to analyze all types of hair and scalps. It gives stylists more insights about their clients' hair and scalp conditions, enabling precise and ultra-personalized product recommendations for in-salon treatment and at-home care routines.



VICHY SCALPCONSULT PRO

Delivers revolutionary scalp diagnosis for personalized treatment solutions. Get personalized treatment solutions for a healthier scalp, as 5 scalp and hair parameters are analyzed. For pharmacies and dermatologist offices, this device has a 4K camera, 3 light modes and 20x magnification, with 12K scalp images scored by experts to train the algorithm.

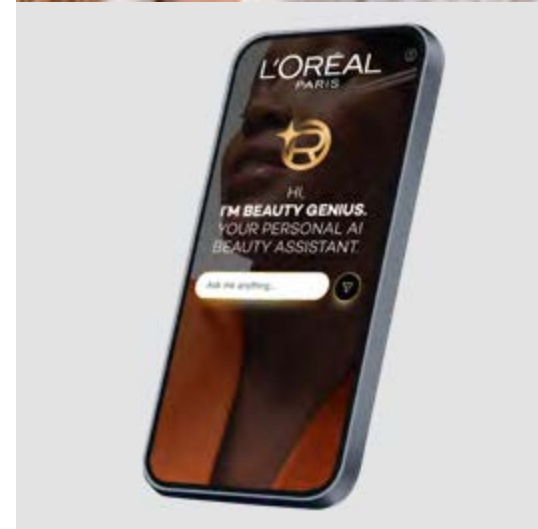
L'ORÉAL PARIS COLORSONIC

Revolutionizing at-home hair color, Colorsonic provides salon-quality results through an automated mixing and application process. This reusable device reduces waste and offers a mess-free, user-friendly experience.



L'ORÉAL PARIS BEAUTY GENIUS

A Gen AI-powered personal beauty assistant that is available 24/7 in the consumers' pockets. It offers users personalized diagnostics and Virtual Try-On of skin, haircare and skintone; tailored recommendations for over 750 skincare, makeup and hair color L'Oréal Paris products and customized knowledge curated with videos and content from brand platforms.



LANCÔME SKIN SCREEN

An in-store advanced skin analysis, measuring 12 skin clinical parameters. It represents a breakthrough combination of tri-polar light technology, an algorithm trained on over 16K images and some exclusive features like Projective Aging to see the evolution of your skin over 15 years.



TECH FOR SUSTAINABLE INNOVATION

AIRLIGHT PRO

A revolution in drying hair, better for the hair and the environment. Made for both beauty professionals and consumers at home, it breaks through the barriers of performance, speed, hair visible health, inclusivity and sustainability.



TECH FOR INCLUSIVITY

HAPTA BY LANCÔME

The world's first AI-powered, motion-stabilizing makeup device, HAPTA is designed for individuals with limited hand, wrist, and arm mobility. This empowering innovation brings confidence and independence to users, celebrating beauty as a form of self-expression.



LEAP

L'Oréal showcased its cutting-edge Beauty Tech innovations at LEAP 2025, one of the world's largest technology events, held in Riyadh, Saudi Arabia. As the only beauty tech company at LEAP 2025, we showcased over 20 AI driven, sustainable and inclusive beauty innovations.

Our presence at LEAP 2025 extended beyond the booth, featuring a series of thought-provoking discussions by our senior management on the future of beauty.

This participation underscored our commitment in driving innovation and the evolution of the beauty industry.

BIG BANG BEAUTY TECH INNOVATION PROGRAM

BIG BANG Beauty Tech Innovation Program, an open innovation competition designed to discover, support and nurture promising startups across South Asia Pacific, the Middle East and North Africa (SAPMENA).

The biggest Beauty Tech open innovation competition of this geographical scale, startups address different challenge themes: Science for Beauty, Consumer Experience, Content & Media, New Commerce and Tech for Good. The shortlisted GCC startups get the chance to compete with innovators from across the world. In 2024, the program attracted hundreds of startups, including 14 shortlisted startups from a list of 600 participating companies within the GCC.

The program was launched during LEAP 2025 where L'Oréal actively engaged with promising Saudi Arabian startups.





BEAUTY AND WELLBEING ARE CORRELATED

The World Health Organization (WHO) defines health as “a state of complete physical, mental and social well-being, and not merely the absence of disease or infirmity.” Research highlights the connection between beauty, health, and well-being, suggesting that attending to one’s appearance as a form of self-care can boost self-esteem, confidence and, ultimately, mental well-being.

Beauty and well-being have common origins

Beauty, health, and well-being share a common origin rooted in body care, hygiene, and disease prevention. Cosmetics are used for embellishing, healing and improving well-being. Beauty helps to take care of people’s physical and well-being. There is a positive correlation between physical attractiveness and well-being (higher self-esteem and better mental health outcomes). Worldwide, people think that personal care and beauty products help them:

| | |
|---------------------|-----------------------------------|
| 80% feel happier | 88% feel more self-confident |
| 86% feel better | 85% appreciate themselves more |

In Sites Consulting for L'Oréal. Mental Wellness: Context & Stakes/QT study L'Oréal/InSites - 5,000 women 15-75yo - April 2022.

L'ORÉAL AND WELL-BEING

L'Oréal's objective is to provide dermatological solutions to further improve the treatment of people’s skin problems, and to better respond to public health issues in dermatology. By relying on the expertise of its Research & Innovation teams, L'Oréal constantly innovates in the areas of sun protection and relief of effects from pathologies like skin cancer, acne, and others.

Cancer Support

La Roche-Posay has been committed to helping cancer patients for over 10 years and has launched the “**Fight with Care**” program to support women with cancer by providing training for health care professionals and support for patients and associations. The goal is as high as the stakes:

| | |
|---|---|
| Raise awareness among 1 billion people worldwide on the side effects of cancer treatment | Support 100,000 patients in their fight against cancer |
| The brand is active through another program: “ Save Your Skin ” dedicated to the prevention of skin cancers. | Train 1 million people in supportive care to alleviate suffering |

For over 20 years, La Roche-Posay has carried out more than **400,000** free melanoma screenings with dermatologists in **35 countries**.

Mentorship Program

CeraVe signed a partnership with Gloderm, an NGO of humanitarian dermatologists, who gives **care and education to patients in need**, to make dermatology accessible to underserved communities around the world.



LONGEVITY

The future of beauty is increasingly intertwined with well-being, health, and longevity, moving beyond superficial aesthetics to encompass a more holistic and long-term approach.

Consumers are becoming more aware of the connection between inner health and outer beauty, seeking products and practices that support both.

Furthermore, there's a growing interest in ingredients and treatments that support healthy aging and longevity, aiming to preserve youthful vitality for as long as possible.

L'Oréal recognizes this evolving landscape and is actively investing in research and development to address these emerging needs.

The focus is expanding from simply looking good to feeling good and maintaining long-term well-being, with an emphasis on healthy aging, stress management, and overall wellness.

This integrated approach recognizes that true beauty radiates from within, reflecting a balanced and healthy lifestyle that supports a long and vibrant life.

L'ORÉAL LONGEVITY INTEGRATIVE SCIENCE™: BIOLOGICAL AGE IS THE NEW TRUTH.

L'Oréal's integrative approach to longevity moves beyond

traditional silos, positioning beauty as an essential component of well-being and a powerful expression of vitality throughout life.

Our science explores how cellular activity, communication, and inflammation impact skin aging. With the latest tech and scientific advances (Reg IA, RNA, etc.), coupled with our skin expertise and our Beauty Tech leadership, L'Oréal is reshaping beauty by targeting the root causes of biological aging, extending skin cellular health span in unprecedented ways.



POWER OF BEAUTY IN SAUDI ARABIA

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