

Managing water sustainably



Water is key to creating and using L'Oréal products. It is an integral part of our business. Our ability to operate effectively and meet the wide ranging needs of our consumers and surrounding communities depends on sustainable water access, management and conservation.

That's why we have a long standing commitment to ensuring we contribute to high water quality and sustainable water quantity across our entire value chain. This extends to the watersheds and communities we serve and in which we operate. Product innovation plays a vital part in our efforts to conserve this valuable resource going forward.

Our new L'Oréal for the Future programme embraces a comprehensive and science-based approach. Indeed our commitment is to ensure that our activities are respectful of the so called «Planetary Boundaries».

We also address the issue of water in our research, our operations, and in our relationship with consumers. Water stewardship is a journey. We are always looking for innovative ways to tread the path lightly through collaboration and partnerships, both locally and globally.

2021
results

2030
goals



Our targets and achievements to date

In 2030, 100% of the water used in our industrial processes will be recycled and reused in a loop. (% of factories)

15% 100%



In 2021, L'Oréal was recognized for the sixth consecutive year by environmental disclosure non profit CDP as a global leader for its work to promote sustainable water management.

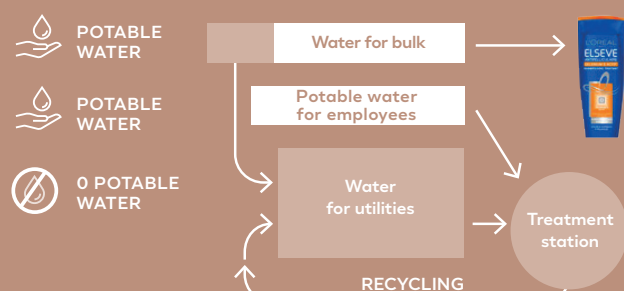
Optimising water consumption in plants and bringing suppliers on board

L'Oréal uses an in-house solution to provide a complete picture of the different ways in which we use water at our plants. Thanks to the Waterscan tool, each type of use is quantified and compared with a benchmark value in order to identify potential reductions. Elsewhere, we have taken things a step further with our Waterloop concept, where all water used in plants for industrial processes is cleaned and recycled in a loop on site for reuse.

We also want to ensure that each of our strategic suppliers implements a sustainable water management plan, and we encourage them to join the Water Disclosure Project Supply Chain programme to measure, report and set water consumption reduction targets for each of their production sites.

SPOTLIGHT ON Waterloop factories

Water is a precious resource. Every drop counts. That's why the Waterloop Factory concept was adopted for the first time, in 2017, by the Burgos factory in Spain. The definition of a Waterloop factory is that the only withdrawals of water are for human consumption and as a raw material in L'Oréal products. All the rest of the water used in our industrial processes will be recycled and reused in a loop. In 2021, we already have 6 factories who embraced the concept. The ambition is to have all 39 factories using the technology by 2030.





Reducing the water footprint of formulas

Beyond the efforts made to reduce water consumption in our plants, we are working to measure and increase our formulas' biodegradability and reduce their water footprint. We have included both parameters in our Sustainable Product Optimization Tool (SPOT) eco design tool.

By 2030 we will assess all formulas using our environmental test platform to ensure they are respectful of all aquatic ecosystems, whether continental or coastal. In 2021 82% of the volume of our raw materials was biodegradable.

Among the new products launched in 2021 some have formulas with biodegradability levels of over 98%. Examples include the Nu Dewy Mist by Yves Saint Laurent, Total Results Weightless Serum by Matrix, or Regard des Reines by Sanoflore.

Enabling consumers to reduce water use linked to our products



DID YOU
KNOW?

70% of a shampoo's carbon footprint is linked to its use, as a result of the water needed to rinse it off and the energy used to heat that water.

That is why we are implementing several initiatives to curb the water consumption and carbon emissions related to our products :

- 01 We are developing products** that require little or no rinsing, such as Garnier's Fructis dry shampoos and its Ultimate Blends No Rinse Conditioners, saving up to 100 litres of water per tube, compared with 200 ml for Rinse Off Conditioners.
- 02 Pursuing innovations** like the L'Oréal Water Saver showerhead, developed in partnership with startup Gjosa, which can reduce water use in hair salons by up to 65%.
- 03 Raising consumer awareness** to encourage people to save water through initiatives like a short prompt on our Elvive packaging reminding people to please turn off the water while shampooing!

SPOTLIGHT ON L'Oréal Water Saver, innovation of the year

L'Oréal partnered with environmental tech startup named Gjosa that can rinse off shampoo using just 1.5 litres of water, instead of the 8 litres normally used, thanks to a technology that decreases the size of water droplets while increasing their speed. The system combines science and technology to benefit both consumers and the planet. It was ranked among the 100 Best Inventions of 2021 by Time magazine. The Water Saver is already being used in a number of salons as part of a pilot scheme, and will later be extended to professional salons worldwide.

