

L'ORÉAL

L'ORÉAL'S COLORSONIC NAMED ONE OF TIME'S 2022 BEST INVENTIONS

Recognition Reinforces Beauty Leader's Advancements in Beauty Tech Innovation

Clichy, 10 November 2022 – L'Oréal today announced that [Colorsonic](#) earned the designation as one of the *TIME* 2022 Best Inventions. The lightweight, handheld device uses an innovative, mess-free process to mix hair color and apply it evenly, delivering consistent hair color results for consumers at home. It will be honored in the beauty tech category.

"L'Oréal invented the world's first safe, synthetic haircolor formulation more than 100 years ago, making it the beauty company with the longest haircoloration heritage in the industry. What has remained consistent across the decades is our dedication to innovation," said **Barbara Lavernos, Deputy Chief Executive Officer, in charge of Research, Innovation and Technology**. "We're thrilled to see one of our latest L'Oréal BeautyTech products being recognized with such a prestigious award."

Developed in response to consumer needs and refined over a five-year period, Colorsonic launched during the COVID-19 pandemic when consumers experienced the challenges—namely the messiness of hair dye and the difficulty of applying haircolor to hard-to-reach places—of an at-home haircoloring process that has remained virtually unchanged for decades.

"Co-designed by the L'Oréal Technology Incubator and hundreds of consumers through product testing, Colorsonic is a tech device rooted in three of our core values: personalization, augmented performance, and sustainability," said **Guive Balooch, L'Oréal Global Head of Research and Innovation's Tech Incubator**. "With the combination of tech and state of the art haircoloration formulas, this disruptive innovation is truly solving an unmet need and creating a better at-home experience."

Colorsonic features post-consumer recycled plastic, reusable gloves, and reduced shipping packaging. The beauty tech innovation was revealed ahead of CES in January 2022 and honored as a 2022 CES Innovation Awards Honoree at the world's premier consumer technology conference. This is the third year in a row that a L'Oréal Beauty Tech product has been recognized on *TIME*'s Best Inventions list, with L'Oréal Water Saver recognized in 2021 and L'Oréal Perso recognized in 2020.

L'Oréal plans to launch Colorsonic to consumers in the U.S in 2023.

About L'Oréal

For over 110 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 inclusive, ethical, generous and committed to social and environmental sustainability. With our broad portfolio of 35 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 85,400 committed employees, a balanced geographical footprint and sales across all distribution networks (e-commerce, mass market, department stores, pharmacies, hair salons, branded and travel retail), in 2021 the Group generated sales amounting to 32.28 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 3,000 tech professionals, 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>

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CONTACTS

L'ORÉAL

Switchboard
+33 (0)1 47 56 70 00

Individual shareholders and market regulators

Christian MUNICH
+33 (0)1 47 56 72 06
Christian.munich2@loreal.com

Financial analysts and institutional investors

Françoise LAUVIN
+33 (0)1 47 56 86 82
Francoise.lauvin@loreal.com

Media

Noëlle CAMILLERI
+33 (0)6 79 92 99 39
Noelle.camilleri@loreal.com

Christine BURKE
+33 (0)6 75 54 38 15
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, 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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