

L'ORÉAL

L'ORÉAL PREMIERS VIRTUAL BEAUTY LOOKS ON FIRST EVER MULTI-BRAND BEAUTY PARTNERSHIP WITH METAVERSE AVATAR PLATFORM, READY PLAYER ME

Partnership strengthens commitment to promote authenticity, inclusivity, and creativity for self-expression through avatars in the metaverse

Clichy, 15 November 2022 - L'Oréal announces a new, multi-brand beauty partnership with Ready Player Me, the leading cross-game avatar platform for the metaverse. Two of the Group's leading brands, Maybelline New York and L'Oréal Professionnel premier exclusive makeup and hair styles for avatar creation on Ready Player Me that can be used on more than 4,000 platforms and apps worldwide.

Working with renown makeup, hairstylists, and 3-D artists, both brands bring curated looks co-designed by the 3D designer and developer, Evan Rochette. Maybelline New York, the number one makeup brand in the world offers five makeup looks in the metaverse to give everyone the opportunity to express their looks creatively in a virtual context. The all-time leader of the hair professional industry and trusted partner of hair stylists and their clients, L'Oréal Professionnel, also offers five inspiring and trend-led hairstyle looks that push the boundaries of creativity for a limitless hair expression in the virtual world.

All these looks are available on Ready Player Me. This partnership underscores L'Oréal's exploration in the metaverse to better reach consumers with new products and services.

"We believe that the future of beauty will be physical, digital and virtual," says **Asmita Dubey, Chief Digital & Marketing Officer of the L'Oréal Group**. "Our brands are creating new, immersive, and virtual experiences using virtual spaces, in-game customized experiences, in-virtual world advertising and virtual ambassadors and influencers. We are very excited to lay the foundations for the future of beauty on Web3 and the metaverse."

"Maybelline New York's makeup looks and L'Oréal Professionnel's hairstyles are an amazing addition to the Ready Player Me platform", said **Timmu Töke, CEO & Co-Founder of Ready Player Me**. "We couldn't be more excited to partner with L'Oréal and bring their avatar customization options to our avatar creator and all apps and games compatible with Ready Player Me, including Spatial, HiberWorld, and VRChat."

Chief Metaverse3 Officer of the L'Oréal Group, Camille Kroely adds: "This partnership allows us to better understand the appetite for virtual beauty amongst consumers and elevate beauty experiences. With more than three billion global gamers, our approach is to explore new beauty codes, while making the experience more accessible and inclusive. Through creativity, technology and L'Oréal's beauty expertise, we aim to offer a space for self-expression that reflects the diversity of our world beyond "physical"."

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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