

L'ORÉAL

L'ORÉAL AND FACEBOOK BRING VIRTUAL TRY-ONS TO INSTAGRAM SHOPPING WITH MODIFACE

Clichy, 24 June 2021 - L'Oréal and Facebook have announced a technology platform integration with ModiFace, L'Oréal's owned augmented reality and artificial intelligence company, to bring AR-powered makeup try-ons to shopping on Instagram.

Facebook's AR platform **Spark AR** and **ModiFace** are providing a technology that brings the quality and accuracy of AR makeup experiences developed by ModiFace to Instagram Shops. Consumers can navigate to the brand's Instagram page, find a product, and virtually try it before they buy.

NYX Professional Makeup, Urban Decay, Maybelline New York and Lancôme are the first L'Oréal brands to arrive on Instagram Shops with AR try-ons for their lipstick products. More Group's brands and makeup categories are planned to follow.

"ModiFace has pioneered AR technologies and developed realistic and accurate virtual try-on experiences for more than a decade. In an age where social commerce is becoming increasingly important for consumers, this new step in our collaboration with Facebook will contribute to make shopping for beauty products on Instagram more convenient, easy and fun", said **Parham Aarabi, CEO and co-founder of ModiFace**.

"AR Try On is an exciting new foray within Facebook that's already helping people shop online with more confidence. Through this new integration with L'Oréal, shoppers can expect a more personal shopping experience from even more of the brands they love, right where they're already finding beauty inspiration: on Instagram," said **Sue Young, Head of Spark AR, Facebook**.

Facebook will also integrate ModiFace AR try-on into new advertising formats on Facebook app.

About L'Oréal

L'Oréal has devoted itself to beauty for over 100 years. With its unique international portfolio of 35 diverse and complementary brands, the Group generated sales amounting to 27.99 billion euros in 2020 and employs 85,400 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.

Research and innovation, and a dedicated research team of 4,000 people, are at the core of L'Oréal's strategy, working to meet beauty aspirations all over the world. L'Oréal sets out ambitious sustainable development goals across the Group for 2030 and aims to empower its ecosystem for a more inclusive and sustainable society.

More information on <https://www.loreal.com/en/mediaroom>

About ModiFace

Based in Toronto, Canada, ModiFace has been building beauty tech services for over a decade. With over 40 patents, more than 200 scientific publications, and a diverse team of nearly 70 engineers, researchers and scientists, ModiFace puts a focus on building realistic AR experiences for brands and their consumers. Acquired by L'Oréal in 2018, ModiFace offers virtual try-on services and skin diagnostics to over 200 websites in more than 70 countries.

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