

# L'ORÉAL

## L'ORÉAL FUELS ENTREPRENEURIAL DREAMS OF GLOBAL YOUTH

*L'Oréal Brandstorm competition attracts 83,000 aspiring beauty innovators from 65 countries*

**Clichy, 24 June 2022** – L'Oréal today marks the 30<sup>th</sup> anniversary of its international Brandstorm competition by unveiling the 27 youth whose beauty projects have beaten thousands of entries from around the world, propelling them to the 2022 finals. In total, nine teams of three representing Argentina, France, Germany-Austria<sup>1</sup>, India, Indonesia, Italy, Mexico, the Philippines and the United States have advanced to the finals, which will see them pitch their high-potential beauty projects to the L'Oréal Executive Jury, including members of the L'Oréal Group executive committee and Brandstorm technology partner, Salesforce. After final judging, three winning teams will be selected and offered a coveted, three-month entrepreneurial internship at L'Oréal Group global headquarters in Paris.

Now in its 30<sup>th</sup> year, Brandstorm 2022 has garnered record-breaking participation, with more than 83,000 youth from 65 countries registered, as well as earning official certification by EFMD Global as an online learning course. The nine finalist teams were selected after 20 weeks of intense competition at both the local and international levels. The three winning teams will continue to develop Inclusion, Green and Tech projects with support from L'Oréal, while gaining invaluable business experience at the seat of one of the world's most beloved brands.

*"At L'Oréal, we are passionate about nurturing the dreams of young beauty innovators who know first-hand what the youth of today want and expect from beauty brands. L'Oréal Brandstorm is their opportunity to bring their ideas to life, receive guidance and feedback, and co-create innovations with the greatest potential for good,"* said **Jean-Claude Le Grand, L'Oréal Chief Human Relations Officer**. *"L'Oréal Brandstorm offers local mentorship and behind-the-scenes experience on a truly global scale, setting contestants on a path towards realizing their entrepreneurial ambitions or securing a role in our industry. We are proud of all our Brandstorm 2022 entrants, enabled in no small part by Salesforce technology, which makes L'Oréal Brandstorm a first-class e-learning and community-building experience, as well as an exciting competition."*

Since 1992, L'Oréal Brandstorm has brought together more than 600,000 participants, providing students and young entrepreneurs with a platform to expose their creativity and innovation to a global audience of beauty industry experts, enthusiasts and prospective employers. This year, in the spirit of inclusion and continuing its charter as the only competition of its kind focused on youth employability, Brandstorm was opened up to all young people under 30 years old, including those not currently enrolled in higher education.

This year's competition theme, 'Disrupt Beauty 2030', invites entrants to imagine scalable and sustainable solutions for the Inclusion, Green and Tech categories of beauty, empowering teams to make a lasting impact that can be felt well into the future. For the first time, L'Oréal is collaborating with Salesforce, the global leader in customer relationship management (CRM), to augment the Brandstorm participant experience with access to e-learning via the MyTrailhead platform and virtual community building via Slack. In a year of firsts, Brandstorm has also achieved EOCCS<sup>2</sup> certification, as confirmation of the high quality of the L'Oréal Brandstorm experience and its systematic approach to online learning and learner engagement.

*"We're delighted to support L'Oréal Brandstorm as a strategic technology partner, by embedding e-learning into the overall experience, and by co-developing the content for the digital masterclasses offered to finalists,"* said **Alexandre Dayon, Salesforce Advisory Board Chairman**. *"It's also a great privilege to be able to coach and mentor these brilliant young minds who embrace technology, innately understand its potential, and are so enthusiastic about using it for good."*

*The L'Oréal Brandstorm 2022 finals will be aired on YouTube at 10.00 Paris time on 1 July 2022. To learn more about the teams and watch them compete in the finals, click [here](#).*

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<sup>1</sup> Combined region

<sup>2</sup> Online course certification system

## 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](mailto:Christian.munich2@loreal.com)

#### Financial analysts and institutional investors

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

#### Media

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

Christine BURKE  
+33 (0)6 75 54 38 15  
[Christine.burke@loreal.com](mailto: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](http://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