

L'ORÉAL

L'Oréal launches a sustainable quinoa husk sourcing programme

Clichy, 7 October 2015 – L'Oréal has developed a partnership in Bolivia for the sustainable sourcing of quinoa husk for cosmetics use. With this partnership, L'Oréal is providing three types of support for sustainable production of the quinoa real variety :

- support for training local farmers on best agricultural practices,
- preventing erosion by planting native local legumes, bushes and herbaceous plants,
- transfer of scientific knowledge and expertise between L'Oréal and its local partners.

To make this programme a success, L'Oréal has joined forces with three partners, each bringing its own unique expertise: Andean Valley, a Bolivian company which works directly with quinoa growers; Proinpa, a Bolivian foundation which promotes the conservation and responsible use of natural resources in Bolivia; and EcoTerra, a responsible importer. This partnership will provide long-term benefits to 250 quinoa growers and their families in the Uyuni and Potosi regions of Bolivia.

Quinoa husk was previously considered to be waste and therefore it wasn't used. Thus, the sourcing strategy of L'Oréal and its partners has created a new opportunity for the cultivation of this plant. Quinoa husk contains saponins and polyphenols which make it an interesting renewable cosmetic ingredient. L'Oréal researchers have proven exfoliating properties of the quinoa husk extract, and a green chemistry based extraction method has been developed by Chimex, a L'Oréal subsidiary which specialises in designing and developing eco-responsible processes.

This sustainable sourcing project is part of L'Oréal's sustainability programme Sharing Beauty With All. One of the programme's objectives is for 100% of the group's products to offer environmental or social benefits by 2020. By the end of 2014, 46% of the raw materials used by L'Oréal were already of renewable origin - a total of 1,400 ingredients from nearly 300 plant species in over 60 countries.

About L'Oréal

L'Oréal has devoted itself to beauty for over 105 years. With its unique portfolio of 32 international, diverse and complementary brands, the Group generated sales amounting to 22.5 billion euros in

2014 and employs 78,600 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 styling salons, travel retail and branded retail.

Research and innovation, and a dedicated research team of 3,700 people, are at the core of L'Oréal's strategy, working to meet beauty aspirations all over the world and attract one billion new consumers in the years to come. L'Oréal's new sustainability commitment for 2020 "Sharing Beauty With All" sets out ambitious sustainable development objectives across the Group's value chain.
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About Sharing Beauty With All

L'Oréal's Sharing Beauty With All sustainability program announced by Jean-Paul Agon in October 2013 sets out four strategic commitments:

- innovation, so that 100% of L'Oréal products have an environmental or social improvement;
- production, to reduce greenhouse gas emissions in absolute terms, water consumption and waste per finished product by 60%;
- consumption, raise consumers' awareness of the environmental and social impacts of their consumption;
- developing sustainably to share growth to benefit collaborators, suppliers and communities around us.

For more information, the 2014 Sharing Beauty With All Progress Report can be seen here:
<http://www.sharingbeautywithall.com/en>

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About L'Oréal

L'Oréal has devoted itself to beauty for over 100 years. With its unique international portfolio of 34 diverse and complementary brands, the Group generated sales amounting to 25.8 billion euros in 2016 and employs 89,300 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.

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This news release may contain some forward-looking statements. Although the Company considers that these statements are based on reasonable hypotheses at the date of publication of this release, they are by their nature subject to risks and uncertainties which could cause actual results to differ materially from those indicated or projected in these statements."

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