

# L'ORÉAL

## L'Oréal Sets New Green Goals

### Earth Day

#### **L'Oréal Setting Green Goals and Promoting an Eco-Responsible Business Model**

#### **L'Oréal establishes a long-term environmental plan for the period 2005-2015**

*In conjunction with the celebration of Earth Day (22nd April 2009), L'Oréal today announces its renewed commitments to reducing its environmental impact and resource use via absolute reductions and greater eco-efficiency, as well as to maintaining a safe and healthy workplace.*

#### **Renewed Commitments: 2015 Targets Raise the Bar for Environmental Performance**

In the field of Sustainable Development, L'Oréal has established three significant long-term environmental targets for the period of 2005-2015, applicable to its factories and warehouses:

**- Cut in half its greenhouse gas emissions.**

In 2005, the total CO2 emissions were 230.3 thousands of tonnes.

**- Cut in half its water use per unit of finished product.**

In 2005, the water consumption was of 0.72 litre per finished product.

**- Cut in half its waste generated per unit of finished product.**

In 2005, the waste generated per unit of finished product was of 32.2 grams.

These reductions will be calculated on a like-for-like basis. In addition to these benchmarks, L'Oréal will continue to publish annual goals for other indicators, and report annually on their progress.

These renewed goals reflect the Group's engagement in meeting its previously determined targets: over the past year, L'Oréal has reduced total CO2 emissions by 6.6%, (-11.5% since 2005), reduced its water use per finished product by 3.8% (-13% since 2005), and reduced its waste per finished product by 0.5% (-10.1% since 2005) while increasing its recycling rate to 95%.

*"At the dawn of the 21st century, the world's leading beauty company needs to be an authentic example in terms of sustainable development. This long-term, self-imposed commitment sets the bar high and we intend to put all our forces behind it to ensure that we rise to the challenge."* comments Jean-Paul Agon, CEO of L'Oréal.

#### **Promoting an Eco-Responsible Business Model**

L'Oréal makes use of several different internationally recognised Environmental, Occupational Health

and Safety (EH&S) management systems including ISO 14001, OHSAS 18001, and OSHA VPP in the United States. L'Oréal is committed to an eco-responsible approach focused on understanding the impacts of its business. This consideration weighs on all stages of the research process and all steps in the life of the raw materials, from dialogue with the suppliers to the end of the life of the finished products.

This approach demonstrates a new step in fulfilling our commitment addressing the environment expectations of our consumers the world over.

L'Oréal has an established track record of significant environmental achievements over the last several years. For these accomplishments and others, we have been recognized as one of the 100 most sustainable companies by Innovest and Corporate Knights in 2008 and 2009.

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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.

Research and innovation, and a dedicated research team of 3,870 people, are at the core of L'Oréal's strategy, working to meet beauty aspirations all over the world. L'Oréal's sustainability commitment for 2020 "Sharing Beauty With All" sets out ambitious sustainable development objectives across the Group's value chain. [www.loreal.com](http://www.loreal.com)

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*"This news release does not constitute an offer to sell, or a solicitation of an offer to buy L'Oréal shares. If you wish to obtain more comprehensive information about L'Oréal, please refer to the public documents registered in France with the Autorité des Marchés Financiers, also available in English on our Internet site [www.loreal-finance.com](http://www.loreal-finance.com).*

*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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