

# L'ORÉAL

## L'ORÉAL UNVEILS ITS VISION FOR THE FUTURE OF BEAUTY AT EXPO 2020 DUBAI

**Clichy, 27 September 2021** - As the official Beauty Partner, L'Oréal joins the Expo 2020 Dubai, to share its vision of the future of beauty.

"The event's theme of 'Connecting Minds, Creating the Future' is entirely consistent with our own sense of purpose to 'create the beauty that moves the world', an inclusive and responsible beauty that has a positive impact on people and the planet", commented **Nicolas Hieronimus CEO of L'Oréal**. "Since 1928, nations and companies have gathered to explore how to solve the problems of tomorrow. This year more than ever after months of isolation, we celebrate coming together again for the World Expo in Dubai, to work together on a better future."

Among its primary activities L'Oréal will present:

- **L'Oréal Paris:** *La Maison L'Oréal Paris Beauty Concept Store* in the Opportunity District at Expo 2020 will highlight the brand's 50-year mission to empower women, embodied by the famous *Because You're Worth It* tagline. Visitors will be invited to discover the latest innovations and relax in a Parisian *art de vivre* inspired café inside the store.

The brand will hold its largest *Stand-Up* training to help prevent street harassment, in partnership with the NGO Hollaback!. This global campaign, which aims to reach 1 million people by 2022, will enable just over two thousand women and men to attend training sessions hosted in Expo 2020's Dubai Millennium Amphitheatre throughout the six months of the event. To celebrate this ambition, on 28 September, Burj Khalifa, the tallest building in the world, will be sending a message from Dubai to the world about women empowerment.

- On 1 October, **Garnier** will launch a global educational campaign dedicated to sustainable consumption in collaboration with a world-renowned sustainability player. By offering expert knowledge and real-world advice, Garnier aims to inspire 250 million people to adapt a greener lifestyle. This commitment is the latest in a series of ambitious 2025 targets set by the brand to reduce the environmental impact of the brand's entire value chain.
- In a **Kiehl's** boutique located in Expo's Jubilee Park district, visitors will discover the brand's newest sustainable innovations, including the unveiling of its *Refillery* where for the first time ever, Kiehl's customers can replenish their own aluminum bottle. Thanks to Kiehl's consumers around the world, the brand has recycled over 11.2 million products globally since 2009, to support the brand's pursuit of sustainable consumption. Visitors will also have the opportunity to experience private consultations using the latest *Derma-Reader* skin technology, discover unique barber services, and access a limited-edition *Kiehl's Loves Expo 2020 Dubai* collection as well as pre-launches available exclusively at the Expo store.
- **L'Oréal Professional Products Division** will present *The Hairstylists for the Future Salon*, a circular salon focused on sustainable transformation from sourcing to production, addressing topics such as packaging, saving water and waste management. In order to contribute to the world's water scarcity issue, visitors will be able to experience a water saving shower technology developed by the Swiss company Gjosa, which allows for water savings of up to 65%.

In addition, L'Oréal is a partner of the World Green Economy Summit, hosted at Expo 2020 in the lead-up to COP26, with a focus on international collaboration in fighting global challenges, enhancing sustainable development and investing in the green economy. The group will participate in Expo's Programme for People and Planet, a series of events and roundtables ranging from mitigating climate change and biodiversity loss to making human habitats more sustainable, or bridging the digital divide and ensuring equal access to education and healthcare.

L'Oréal will also be present in the **France Pavilion**, with "**Notre-Dame de Paris, the Experience**", a virtual augmented reality immersion in the history of the cathedral and its ongoing reconstruction, from 1 October to 1 November, 2021. This innovative exhibition has been produced by the French start-up Histoverly in collaboration with the Public Institution responsible for the conservation and restoration of Notre-Dame de Paris. It precedes "Notre-Dame de Paris, the Augmented Exhibition", which will take place in Paris in spring 2022 and will tour Europe, the Americas and Asia, while the reconstruction continues.

Moreover, L'Oréal will sponsor one of the France Pavilion's themes: "**Women: achieving gender equality**" between 4 and 17 March 2022.

### 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 Histoverly

Histoverly invents Augmented Visit and revolutionises cultural visit experiences with the HistoPad. The touchscreen tablet uses augmented reality to travel through time and offer immersive experiences reconstructing the history of places and collections in museums, historic monuments and exhibitions.

The company provides a full Augmented Tour service, including content creation, scientific validation, IT development, equipment installation and maintenance, statistical analysis of behavioural data, and regular updates. HistoPad enables sites to grow visitor numbers by attracting new audiences and winning their loyalty.

Created in 2013, the multi-international award winning HistoPad is currently deployed in nearly twenty museums and monuments in Europe, including the Château de Chambord, the Palais des Papes in Avignon, the Conciergerie in Paris, and Moritzburg castle in Germany. The HistoPad is used by more than two million visitors a year.

More information on <https://histoverly.com/en/>

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### About the France Pavilion at Expo 2020 Dubai

The France Pavilion was designed by the architects Atelier Perez Prado and Celnikier & Grabli Architects. This Pavilion is an unforgettable showcase for French excellence and savoir-faire, promoting its innovations, talents, and assets. For six months, France will shine on the international stage by highlighting unique and daring French innovations and creations in all the fields that have made the history of humanity a history of progress: science, research, technology, arts and crafts, and education.

The Pavilion will also bear witness to France's commitment to building the future through political, economic, cultural, and social initiatives and actions. This commitment will be illustrated in its event programming whose guiding principle will be the Sustainable Development Goals (SDGs) defined by the UN.

Jessica Préalpato, the 2019 World's Best Pastry Chef, and Thomas Pesquet, French astronaut of the ESA, are the Ambassadors of the Pavilion. This striking duo fully embodies the boldness and the French art of living, values carried by the Pavilion.

More information on [www.francedubai2020.com/en](http://www.francedubai2020.com/en)

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