

L'ORÉAL

AFTER 10 YEARS OF RESEARCH, L'ORÉAL INTRODUCES UVMUNE 400 ITS BREAKTHROUGH SUN FILTERING TECHNOLOGY THAT EFFECTIVELY PROTECTS THE SKIN AGAINST INSIDIOUS ULTRA-LONG UVA RAYS

Clichy, 24 May 2022 – UVMune 400 is L'Oréal first sun filtering technology, its biggest skincare innovation in 30 years to effectively protect the skin against ultra-long UVA rays, the 30% of solar rays that have so far been insufficiently filtered. With this major scientific breakthrough, L'Oréal helps preventing sun-induced deep skin damages, which is a major public health issue. UVMune 400 is now available in La Roche-Posay Anthelios franchise, the first brand of the Group to use this powerful technology.

L'ORÉAL PRIORITISES UV PROTECTION

With UVMune 400, a new generation of filter powered by Mexoryl 400, with maximized performance and quality, L'Oréal takes a big leap in sun protection.

Previous generation sun filters have insufficiently protected skin against ultra-long UVA rays. These long UVA rays penetrate the epidermis the most and are among the main causes of skin aging. They also contribute to the development of skin cancer, along with other UVA and UVB rays. No sun filter was able to block efficiently ultra-long UVA rays from 380 nm which alone accounts for 30% of UV.

UV rays affect our skin to a greater or lesser extent depending on the time of day, the season, the altitude and the weather. According to their wavelengths, we distinguish between UVB (rays between 280 and 320 nm*), short UVA (between 320 and 340 nm), long UVA (from 340-400 nm) and in this range the ultra-long UVA (between 380 and 400 nm).

UVMUNE 400 POWERED BY MEXORYL 400: A BREAKTHROUGH INNOVATION IN SUN PROTECTION

L'Oréal Research is at the forefront of innovation in patented sun protection since the 1930s with its first patent on a sun protection oil. In 1982, Mexoryl SX filter was effective against short UVA rays and was photostable and hydrophilic. In 1985, first photostabilization patent of the Parsol 1789, which made it possible to filter UVA rays up to 360 nm. In 1989, Mexoryl XL debuted a soluble lipophilic molecule capable of absorbing UVB and short UVA rays and increasing the effectiveness of other filters. With UVMune 400, the solar filtration range is increased by 20 nm and L'Oréal offers products that filter the broad UV spectrum: it is a major scientific advance for lifelong protection from ultraviolet radiation.

UVMune 400 is the first L'Oréal filtering technology to absorb ultra-long UVA rays so effectively. It took 10 years of research to design its performance engine, Mexoryl 400 filter, patented, all this work has already been the subject of 6 scientific publications. Mexoryl 400 has been designed to present an improved environmental profile.

"Our L'Oréal R&I teams have successfully risen to the real scientific challenge of inventing a sun filtering technology to cover the UVA zone that was so far less covered. This allows us to provide our broadest filtration and protect the skin from the damaging effects of the sun, even the most insidious. This discovery is fully in line with the Group's approach of providing answers to public health issues, such as the risks linked to skin exposure to UV radiation," explains **Barbara Lavernos, Deputy CEO in charge of Research, Innovation and Technology at L'Oréal.**

LA ROCHE-POSAY: THE FIRST GROUP BRAND TO BENEFIT FROM UVMUNE 400 TECHNOLOGY

UVMune 400 is a technology that provides broad spectrum photoprotection. La Roche-Posay is the number one dermatologist-recommended skincare brand worldwide and is the first L'Oréal brand to launch UVMune 400 technology, through its Anthelios franchise. A pioneer in sun protection for 30 years, La Roche-Posay has always led the field with products co-developed alongside renowned dermatologists to provide broad protection, and in one of the most complete skincare franchise.

Anthelios UVMune 400 is proven to shield against deep cell damage, which is linked to signs of premature aging, and to prevent DNA lesions, which may lead to skin cancer. Tested on all skin types and phototypes, Anthelios UVMune 400 was launched in pharmacies in March 2022 and is available as either Invisible Fluid SPF50+ or Hydrating Cream SPF50+.

"Sun protection is a key public health issue," says **Laelitia Toupet, La Roche-Posay Global Brand President**. "As a leading brand in sun care, we do our utmost to share derm knowledge and provide best-in-class protection in partnership with dermatologists. We are proud to raise the bar with Anthelios UVMune 400 to protect all types of skin against even the most insidious UV rays."

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>

"This press release does not constitute an offer of sale or solicitation of an offer to purchase 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 website www.loreal-finance.com.

This press release may contain forecast information. While the Company believes that these statements are based on reasonable assumptions as of the date of publication of this press release, they are by nature subject to risks and uncertainties which may lead to a discrepancy between the actual figures and those indicated or suggested in these statements."

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

Financial analysts and institutional investors

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

Media

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

Christine BURKE
+33 (0)6 75 54 38 15
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, the L'Oréal Finance app or call the toll-free number from France: 0 800 66 66 66. 0 800 66 66 66