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L'ORÉAL

L'ORÉAL UNVEILS THE FUTURE OF BEAUTY AT ITS VIVATECH 2026 BEAUTY ODYSSEY

- **The Beauty Odyssey:** Marking its tenth anniversary at VivaTech, L'Oréal is programming the future of beauty by combining over a century of scientific leadership in beauty, limitless creativity, and an expanding mastery of Tech, Data and AI.
- **AI Powered Consumer & Marketer Journeys:** The way consumers interact with beauty is fundamentally changing. As AI writes a new chapter in this deeply personal and inherently social consumer journey, L'Oréal is transforming it for consumers and marketers, for both humans and agents.
- **Beauty at the speed of culture:** Through **Beautytainment** and **Lorealistar** L'Oréal is creatively transforming how consumers discover, experience and connect with brands, meeting them where culture happens.
- **Tech is in the Hair**: L'Oréal is decoding hair through a new generation of Beauty Tech innovations, designed to deliver personalised hair services, diagnostic tools, treatments and styling tools for all hair textures. Including a breakthrough **Hair Digital Twin**, and **L'Oréal Light Straight™ + Multi-Styler**.
- **Longevity is in the Skin**: L'Oréal is shifting skincare from correction to prevention, by using breakthrough science to understand, map and target the biology of skin ageing, highlighted by the **Lancôme Cell BioPrint x Absolue Longevity MD x LED Face Mask** routine.

Clichy, June 11, 2026 – L'Oréal Groupe returns to VivaTech in Paris, 17 to 20 June 2026, marking a landmark tenth anniversary at Europe's foremost technology event. This year the Group will showcase its latest innovations that harness the power of Tech, Data and AI to program the future of beauty.

"Beauty is a uniquely human odyssey, deeply personal, and yet inherently social," said **Asmita Dubey, Chief Digital and Marketing Officer, L'Oréal Groupe.** *"The beauty consumer journey is undergoing fundamental shifts as LLMs become the new front door to beauty discovery. Moving at the speed of culture and technology, we want to demand more from AI. We are using it to reinvent the beauty journey for consumers and marketers, humans and agents alike, to ensure that our brands remain the definitive source of beauty truth."*

"Our innovations this year demonstrate what's possible when over a century of unparalleled beauty science expertise meets the full power of Tech, Data and AI: from algae biotechnology and LED innovations, to Hair Digital Twins and predictive skin modelling," said **Barbara Lavernos, Deputy Chief Executive Officer in charge of Research, Innovation and Technology, L'Oréal Groupe.** *"Our teams have entered an exciting new era of AI-powered innovation, allowing us to open up new horizons of discovery, and pioneer elevated beauty experiences and solutions for consumers around the world."*

Under the theme of the Beauty Odyssey, guests will be welcomed by KALLISTÉ, a bespoke installation named after the Greek word *Καλλίστη* (meaning 'the most beautiful'). A unique fusion of human artistry and AI-imagery, KALLISTÉ acts as a dynamic visual guide, capturing the senses and leading visitors toward our advanced Beauty Tech innovations, this year grouped under four themes:

1. AI Powered Consumer & Marketer Journeys:

- **NEW Beauty Conversations:** L'Oréal's *Beauty Knowledge Graph* puts 116 years of expertise across the platforms consumers already use: Beauty Genius on WhatsApp, AI Care Agents, and Noli's multi-brand recommendations. Human understanding, scientific expertise and AI-powered intelligence, working as one.
- **CreAItech:** L'Oréal's in-house generative AI content platform, powered by models from Google, Adobe and Seedance, produces brand assets at scale, allowing our marketers to build brand love. It now features a built-in **CO_2 estimator** to support responsible content creation.

2. Shaping the Future of Brand Storytelling at the Speed of Culture & Technology:

- **Beautytainment:** Beautytainment brings our brands to the heart of culture creation. Our brands show up natively within the moments that our audiences really care about. From L'Oréal Paris woven into Disney's *Devil Wears Prada 2* to Maybelline New York reimagining its signature jingle with pop icon Miley Cyrus.

- **NEW Lorealistar:** L'Oréal partners with half a million creators globally. The Lorealistar platform is designed to invest in the long-term development of creators through masterclasses and exclusive experiences, rewarding authentic passion for beauty and building deeper long-term partnerships.

3. Tech is in the Hair: A journey into the invisible to decode the science of every hair texture:

- **NEW Beyond the Surface: The Hair Digital Twin:** Built on L'Oréal's universal hair classification model and the world's largest hair science database, this 3D virtual fiber model screens molecules 3× faster and forecasts performance across all hair textures, accelerating inclusive, high-performance product development.

- **NEW K-SPA – Kérastase:** K-SPA is the new ultimate scalp and hair spa experience. Every treatment begins with K-SCAN, an AI-powered diagnostic camera already in use across 9,000 salons, followed by K-STATION, a multi-tech device that delivers targeted treatments for transformative results and a best-in-class wellness experience.

- **NEW Light Straight™ + Multi-Styler:** An advanced styling tool that uses patented near-IR technology to style all hair types and textures, by reshaping the hair's internal hydrogen bonds rather than relying on heat energy, which is damaging to hair. For better results, at lower temperatures, with less damage.

4. Longevity is in the Skin: Decoding the Biology of Ageing:

- **NEW Human Skin Bio-Engineering: In collaboration with the University of Oregon.** Building on 40 years of skin reconstruction expertise, L'Oréal's EpiskinTech uses an advanced 3D printing process (known as Melt Electrowriting) to grow biologically aged tissue models that allow researchers to test whether a formula can truly restore skin structure from within, long before it reaches a consumer.

- **NEW Skin Biological Age understanding with L'Oréal Longevity Integrative Science™**: L'Oréal's proprietary Longevity AI Cloud™ analyses over 260 biomarkers to map skin health at a biological level, predicting the precise impact of specific ingredients before physical testing begins. This is skincare moving from correction to prevention.

- **NEW High-Resolution Imaging for Skin Decoding:** A patented imaging technology producing real-time, high-resolution 3D images of living skin, revealing collagen structure, tissue organization and cellular ageing with medical-grade precision, non-invasively.

- **NEW Skin Biotech Active: A partnerhip with French start-up Microphyt:** A partnership with French biotech startup Microphyt, designed to harness the adaptive biology of microalgae to develop next-generation longevity actives, combining sustainable biotech with L'Oréal's Green Sciences expertise.

- **NEW protocols of Beauty with Lancôme Cell BioPrint x Absolue Longevity MD x LED Face Mask:** A complete longevity routine. Cell BioPrint analyses the skin to determine its biological age and identify the most suitable interventions, with Absolue Longevity MD and LED Face Mask completing the ritual. The mask is made from a 2 mm-thin transparent material, which offers a fit and flexibility that traditional masks can't match, available for face and eye contour, co-developed with LED leader iSMART Developments, and launching worldwide in 2027.

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About L'Oréal

For over 115 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 essential, inclusive, ethical, generous and committed to social and environmental sustainability. With our broad portfolio of 40 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 more than 95,000 committed employees, a balanced geographical footprint and sales across all distribution networks (ecommerce, mass market, department stores, pharmacies, perfumeries, hair salons, branded and travel retail), in 2025 the Group generated sales amounting to 44.05 billion euros. With 22 research centers across 7 regional hubs around the world and a dedicated Research and Innovation team of over 4,000 scientists and more than 8,000 Digital, Tech and Data talents, L'Oréal is focused on inventing the future of beauty and becoming a Beauty Tech powerhouse.

In 2025, L'Oréal has been named the most innovative company in Europe by Fortune magazine, out of 300 companies, in a ranking spanning 21 countries and 16 industries in Europe.

More information on https://www.loreal.com/en/mediaroom

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