

L'ORÉAL

L'Oréal advances its commitment to promoting sun safety with La Roche-Posay *UV Sense*, the first battery-free wearable electronic UV sensor

CES®, Las Vegas, 7 January 2018 – L'Oréal, the global beauty leader that developed its first commercial sunscreen product in 1935, furthered its 80-year commitment to sun safety with the unveiling of *UV Sense*, **the first battery-free wearable electronic UV sensor**, at the 2018 Consumer Electronics Show.

L'Oréal has long been dedicated to sun safety through research, product innovation, and public education campaigns, as well as funding significant research with the *Melanoma Research Alliance* to prevent certain skin cancers. In 2016, La Roche-Posay, L'Oréal's leading dermatological skincare brand, launched the first-ever stretchable skin sensor to monitor UV exposure, *My UV Patch*. Since the technology's debut, La Roche-Posay has distributed more than one million patches to consumers in 37 countries free of charge. Consumer studies show that *My UV Patch* had a positive impact on the sun safety behaviors of consumers – with 34 percent applying sunscreen more often and 37 percent trying to stay in the shade more frequently.

To further encourage consumers to change their sun safety behaviors, the **new *UV Sense* is smaller, and offers longer wear and real-time data**. The first battery-free wearable electronic sensor to measure individual UV exposure, *UV Sense* can store up to three months of data and show trends of exposure over time with instant updates. The new wearable is less than two millimeters thick, nine millimeters in diameter and designed to be worn on the thumbnail. By putting this technology on the thumbnail – which receives optimal sunlight - consumers can increase wear time from several days with *My UV Patch* to several weeks with *UV Sense*. The sensor can be reapplied to the nail with additional adhesives, which come in the packaging.

UV Sense has an accompanying mobile app, available on both iOS and Android, which translates and transfers data from the sensor using Near Field Communication (NFC) enabled technology. The app delivers consumer-friendly information detailing when the wearer should be mindful of UV exposure. Data is included in a profile within the app that outlines a user's exposure levels. Sun-safety habits – like spending time in the shade or reapplying sunscreen – are encouraged with facts about sun exposure and additional tips for protection.

*"The technology within *UV Sense* is groundbreaking and has so much potential to impact the future of technology and wearables,"* said **Guive Balooch, Global Vice President of L'Oréal's Research and Innovation Technology Incubator**. *"Armed with research and consumer insights from the original *My UV Patch*, we set out to create something that blends problem-solving technology with human-centered design, offering real-time data and longer wear in a discreet product that fits any lifestyle."*

For the design of ***UV Sense***, L'Oréal has collaborated with world-renowned designer Yves Behar. *"Design and technology are inextricably linked, and as products become more personalized to individuals, both elements are integral to providing people with seamless experiences,"* said **Yves Behar, designer entrepreneur and founder of fuseproject**. *"By working with L'Oréal, we are able to pair deep expertise in beauty tech with an effective design that enhances consumers' wellbeing without distracting from their everyday lives."*

Both *UV Sense* and *My UV Patch* draw from research L'Oréal conducted in conjunction with MC10, Inc., a leading wearable technology company, and professor John Rogers at Northwestern University, through his portfolio of intellectual property (IP) and innovation around flexible, stretchable electronics.

UV Sense will be available on a limited basis in the U.S. for the 2018 summer season with a global launch following in 2019. In 2018, La Roche-Posay will also make available a new limited-edition of the award-winning *My UV Patch* designed by Yves Behar.

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.

For more information: <http://mediaroom.loreal.com/en/>

About La Roche-Posay

Recommended by more than 25,000 dermatologists worldwide, La Roche-Posay offers a unique range of daily skincare developed with dermatologists for every skin type to complement and enhance their patients' treatments and to promote good skincare practices at home every day. Started from the world's leading center of thermal dermatology, La Roche-Posay develops formulas with its exclusive Selenium-rich water, used at the center since 1905, due to its antioxidant and soothing properties. The products are developed using a strict formulation charter with a minimal number of ingredients and are formulated with ingredients at optimal concentrations. Additionally, La Roche-Posay products undergo stringent clinical testing for efficacy and safety, even on sensitive skin.

La Roche-Posay: A Better Life For Sensitive Skin.

About fuseproject

Founded in 1999 by Yves Béhar, fuseproject is an award-winning design studio based in San Francisco. Utilizing an integrated approach to design, the studio offers a full scope of design services including industrial design, brand, packaging, UI/UX, and spatial design. fuseproject believes that design should be a force for positive social and environmental change, and has received two INDEX: Awards for their work's social impact. Taking a long-term approach to developing and enhancing brands, fuseproject works internationally across a wide array of industries including tech and biotechnology, furniture, fashion, spatial design, and consumer goods. The studio has also pioneered venture design, working with entrepreneurs in providing holistic design services to support in scaling their businesses. The studio's work is internationally recognized, and lives in the permanent collections of MoMA, SFMoMA, Art Institute of Chicago, Victoria & Albert Museum, Cooper Hewitt and Centre Pompidou among others.

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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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