

A woman with long dark hair, wearing a black dress with a deep V-neckline and large, white, feathered wings on her back. She is holding a large, flowing black fabric that extends across the left side of the frame. The background is a textured, grey wall.

GENERAL MEETING 2024

Barbara LAVERNOS

DEPUTY CHIEF EXECUTIVE OFFICER,
IN CHARGE OF RESEARCH,
INNOVATION AND TECHNOLOGY



L'ORÉAL
GROUPE

BEAUTY TECH
CHAMPION



THE POWER OF **BEAUTY TECH**

NEW TECHNOLOGIES
APPLIED TO BEAUTY

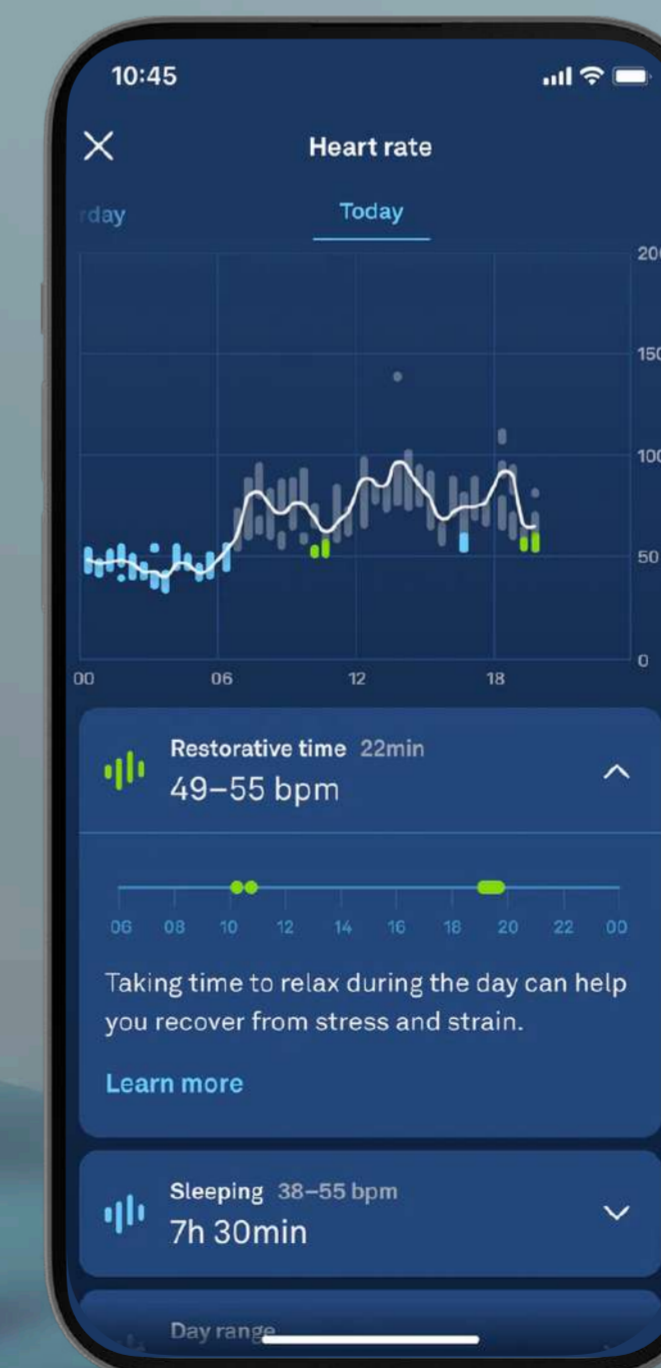
INNOVATIONS AND INTERACTIONS
WITH OUR CONSUMERS

**ENHANCED BEAUTY
EXPERIENCES FOR
UNEQUALLED RESULTS**

NEW TECHNOLOGIES ARE EVERYWHERE IN OUR DAILY LIVES



GPS



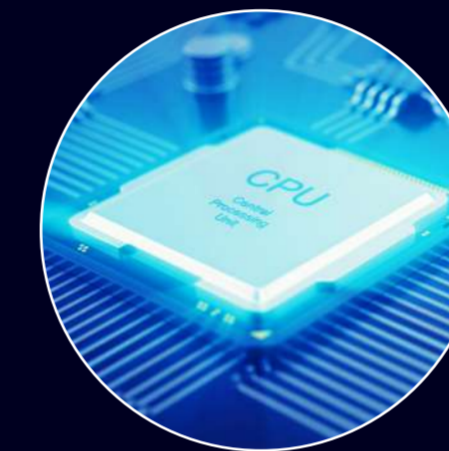
CONNECTED
WATCHES



SMART
REFRIGERATORS

POWERFUL NEW TECHNOLOGIES

COMPUTING POWER



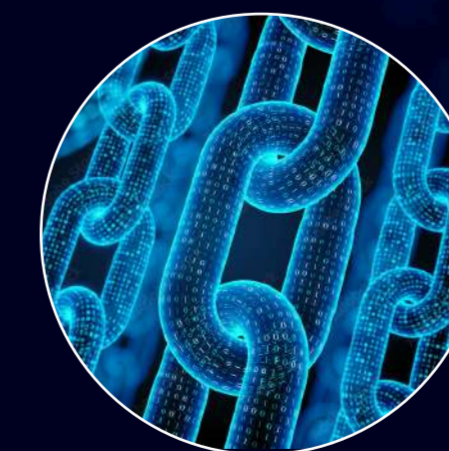
AI AND GEN-AI



AUGMENTED REALITY



CONNECTED DEVICES





L'ORÉAL
G R O U P E

INDISPUTABLE
LEADER IN
BEAUTY TECH

INNOVATIONS AND SERVICES FOR
**MORE PERSONALISED, INCLUSIVE
AND RESPONSIBLE BEAUTY**



115 YEARS
OF UNIQUE HERITAGE



WORLD'S MOST
COMPREHENSIVE
BEAUTY DATABASE

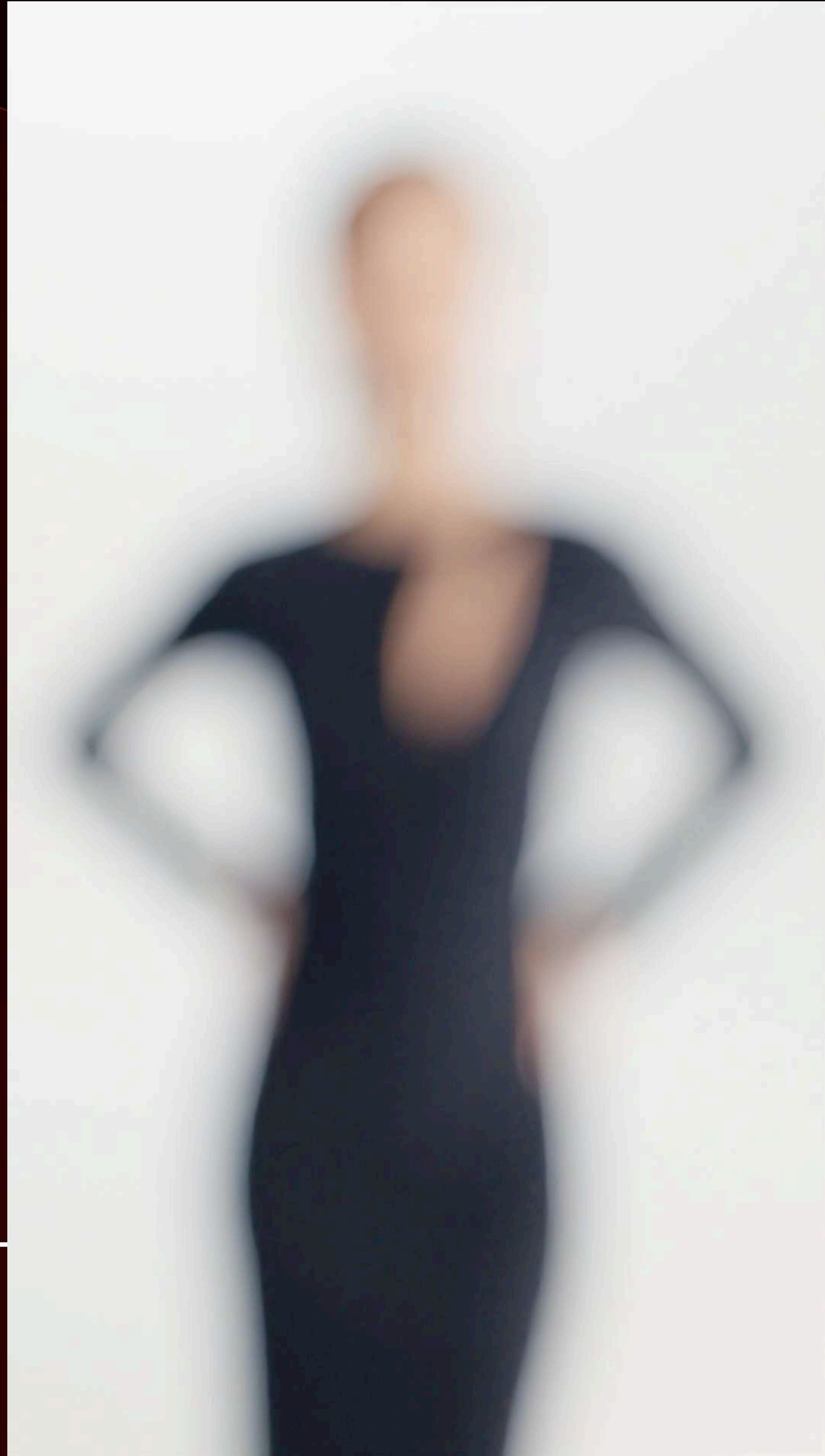
11,000 TERABYTES
OF DATA

8,000 TECH, DIGITAL AND AI TALENTS





INNOVATIVE
BEAUTY
EXPERIENCES



VIRTUAL **TRY-ONS**

TEST YOUR PRODUCTS
BEFORE BUYING

22
BRANDS



NEXA - 7 BRANDS

PERSONALISED DIAGNOSTICS



1,000
POINTS OF SALE

19
SKIN ATTRIBUTES

20,000
SKIN IMAGES DATABASE

70%
CONVERSION RATE

K-SCAN - KÉRASTASE

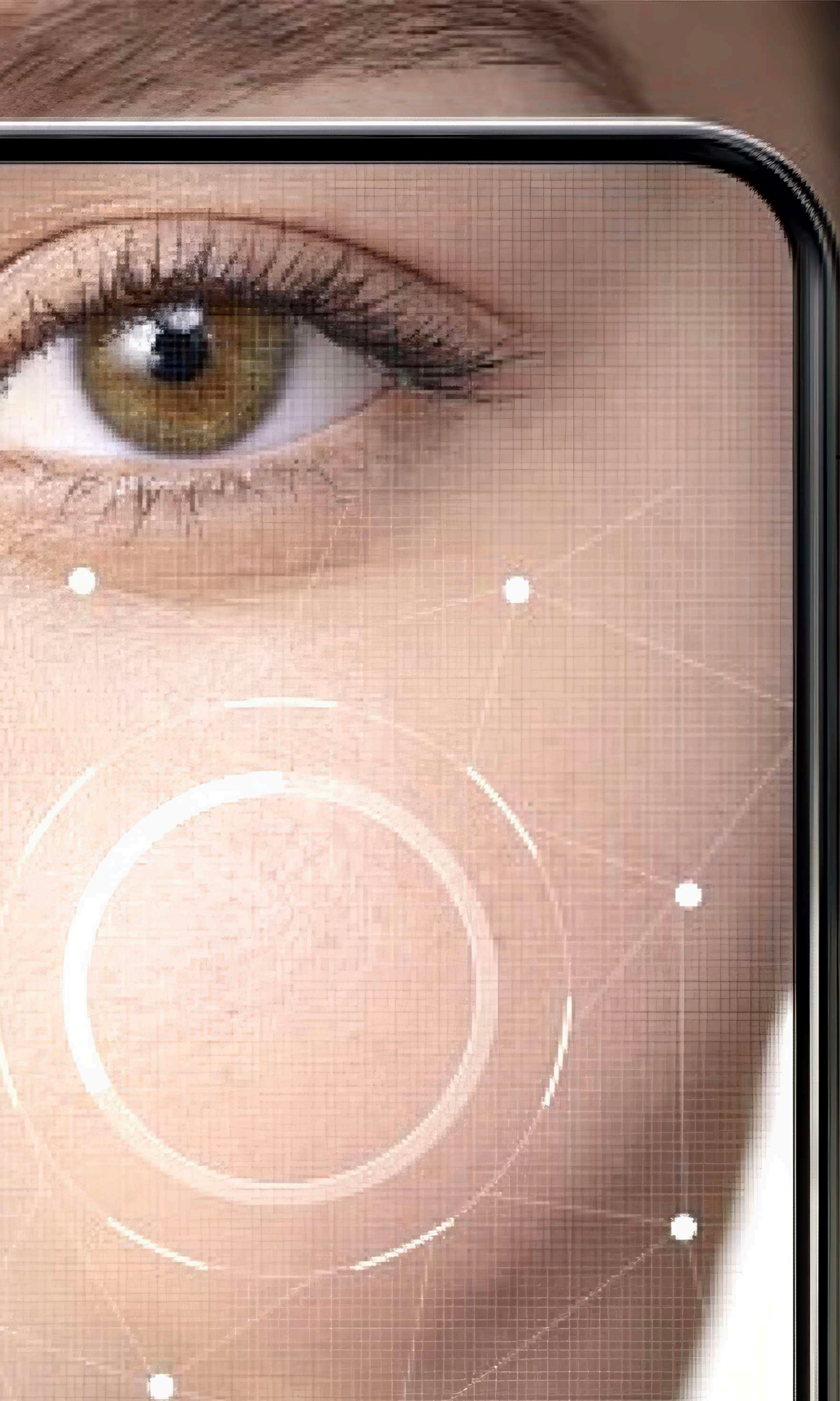


PERSONALISED DIAGNOSTICS



**12,000
IMAGES**

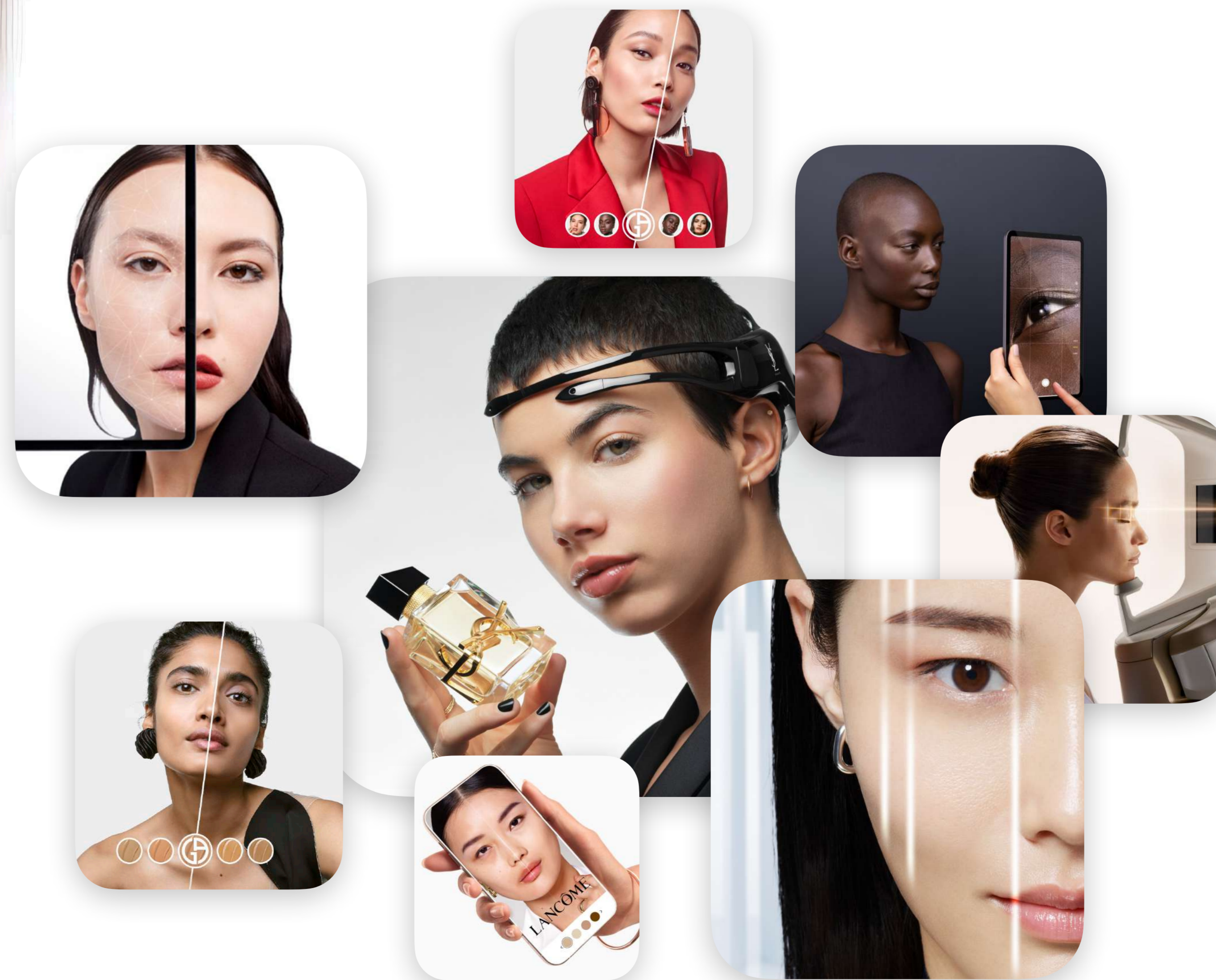
**HAIR AND SCALP
ANALYSIS**



100 MILLION
SERVICE SESSIONS
IN 2023

31
BRANDS

72
COUNTRIES





ACCESS TO OUR SERVICES VIA QR CODES

1.5 billion
PRODUCTS IN 2023



ABSOLUE DUAL-LED YOUTH TREATMENT - LANCÔME

TECH FOR
**UNEQUALLED
PERFORMANCE**



LED LIGHT THERAPY PAIRED WITH SERUM

SUPERIOR EFFICACY
TO ACT ON AGING SIGNS

20
PATENTS



COLORSONIC - L'ORÉAL PARIS

TECH REVOLUTIONIZES
AT-HOME HAIR COLORING

COLORSONIC

COLORSONIC - L'ORÉAL PARIS

20
PATENTS

300
OSCILLATIONS



**TIME'S BEST
INVENTIONS**



HAPTA - LANCÔME

TECH ENABLES
INCLUSIVE BEAUTY



1 OUT OF 7
PEOPLE WITH
DISABILITIES

HAPTA - LANCÔME



1st
HANDHELD
COMPUTERIZED
MAKEUP
APPLICATOR

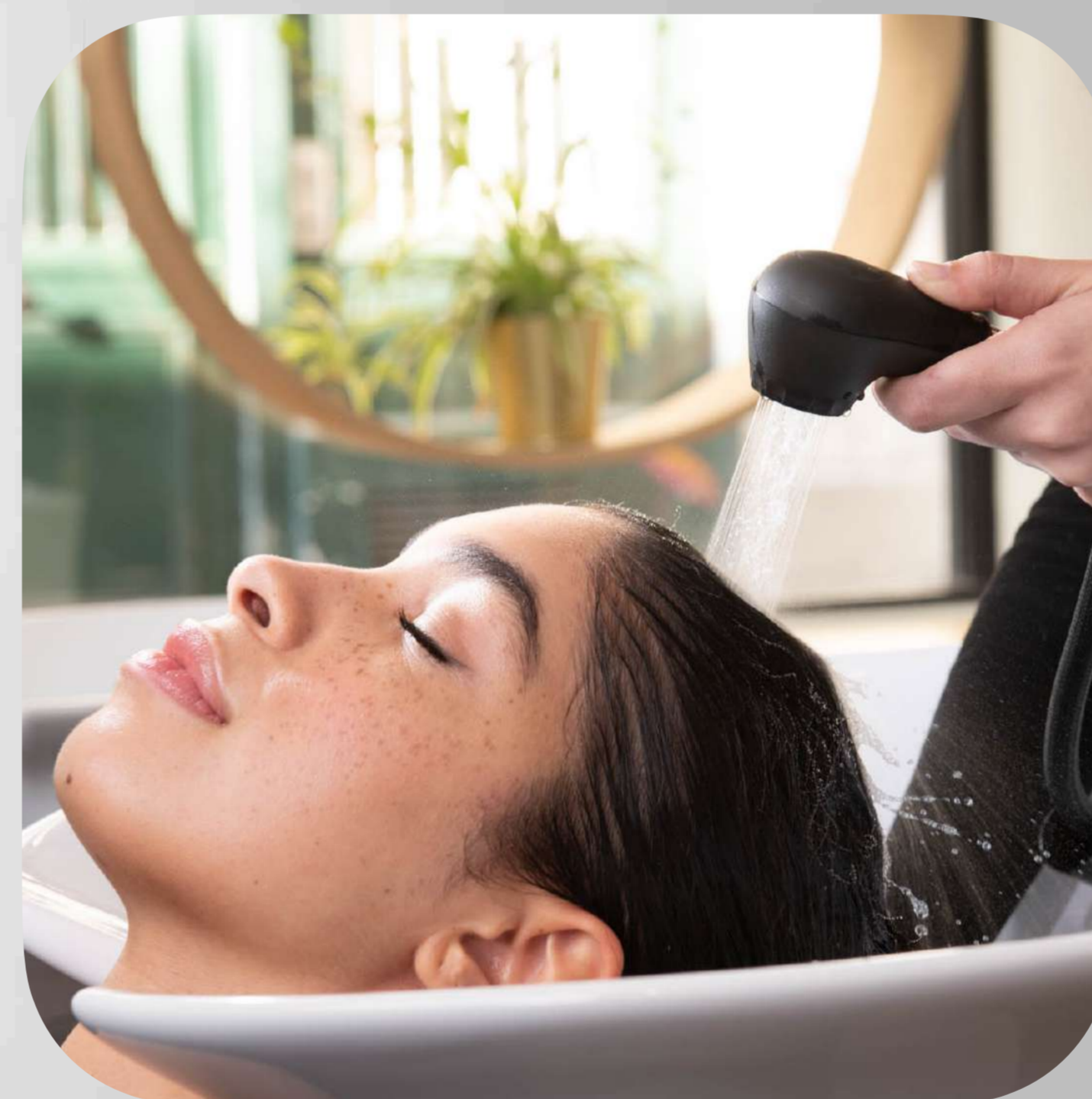
TIME'S BEST
INVENTIONS



WATER SAVER - L'ORÉAL PROFESSIONNEL



TECH ENABLES MORE
**RESPONSIBLE AND
SUSTAINABLE BEAUTY**



69%
OF WATER SAVING

5,000
HAIR SALONS

200
MILLION LITERS OF
WATER SAVED

AIRLIGHT PRO - L'ORÉAL PROFESSIONNEL

TECH FOR
UNEQUALLED PERFORMANCE

ADVANCED
INFRARED
TECHNOLOGY

MAGNIFIED,
HYDRATED,
SHINY HAIR



150
PATENTS

INNOVATION
AWARD 2024





**CREATE
THE BEAUTY
THAT MOVES
THE WORLD**



CONSUMER ELECTRONICS SHOW LAS VEGAS



BEAUTY
IS A
SOCIAL NEED

BEAUTY FOR EACH POWERED BY TECH



130 000
ATTENDEES

AirLight Pro



LANCÔME
HAPTA





WORLDWIDE EXPOSURE

Bloomberg Talks: L'Oreal CEO Nicolas Hieronimus

L'Oreal CEO Nicolas Hieronimus discusses how the world's largest cosmetics company is leveraging technology in its products. He talks about the newly-announced infrared AirLight Pro hairdryer that will be available in 2024 and how AI tools can boost sales. He speaks with Bloomberg's Ed Ludlow at CES in Las Vegas.

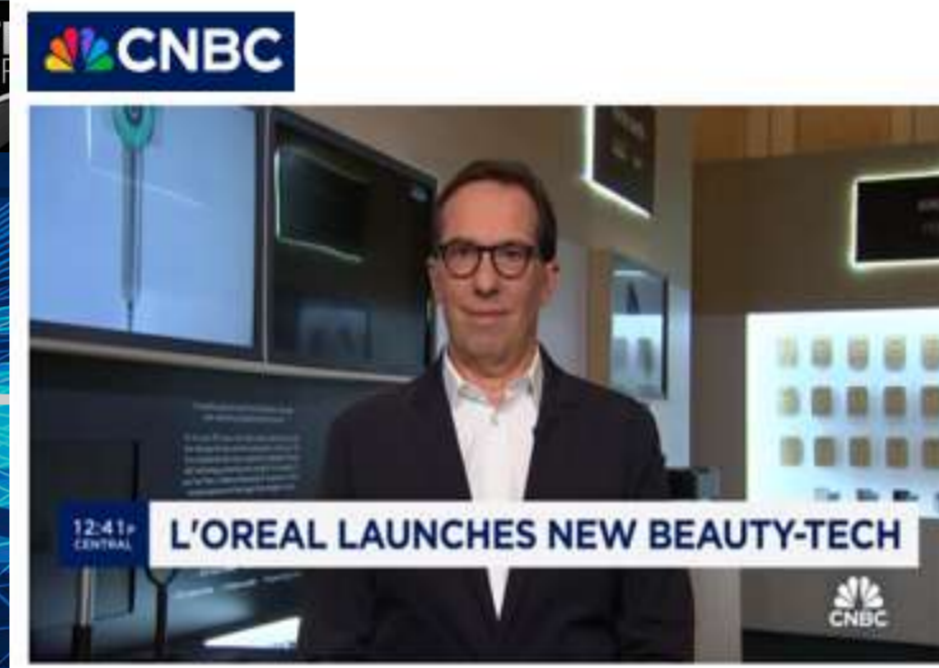


Tech & web

CES 2024 : sèche-cheveux révolutionnaire, conseiller beauté dopé à l'IA... L'Oréal fait son show à Las Vegas



Le directeur général Nicolas Hieronimus et de Barbara Lavernos de L'Oréal. STEVE MARCUS / REUTERS



L'Oréal CEO: We claim to be the leading beauty tech company in the world

TMC L'intelligence artificielle au coeur du Consumer Electronics Show de Las Vegas



campaign L'Oréal showcases AI-powered advisor Beauty Genius and more at CES

The AI tool will recommend specific products depending on a user's particular needs.



Capital L'Oréal au CES de Las Vegas : comment le roi du shampoing est devenu un géant de la tech

TECHNOLOGIES | SUIVRE CE SUJET



Nicolas Hieronimus et Barbara Lavernos de L'Oréal sur la scène du CES 2024 pour la keynote.

THE TIMES L'Oréal gets serious about the beauty of technology

Nicolas Hieronimus, the chief executive, will reveal the beauty company's latest product launch at the CES conference in Las Vegas



LE FIGARO

Intelligence artificielle : la révolution du quotidien. Au CES de Las Vegas, le tsunami de l'intelligence artificielle déferle sur les objets du quotidien

CES 2024 : Sèche-cheveux révolutionnaire, conseiller beauté dopé à l'IA... L'Oréal fait son show à Las Vegas

Par Lucas Médinilla. Publié hier à 17:43. Mis à jour hier à 20:25.



La multinationale française annonce le lancement d'un assistant virtuel capable de diagnostiquer et faire des recommandations à ses utilisateurs.

De mémoire d'un vétéran du CES de Las Vegas interrogé par Le Figaro, jamais un groupe français n'avait autant investi la ville que L'Oréal cette année. Que ce soit sur le célèbre « Strip » (où se trouvent tous les casinos) de la ville avec d'énormes panneaux publicitaires, à l'intérieur même du salon avec des affichages digitaux ainsi qu'une suite réservée au Venetian Hotel pour exposer ses produits... Mais surtout au travers de la conférence d'ouverture du salon donnée par son directeur général

FAST COMPANY Your hair dryer is terrible for the planet. L'Oréal is giving it a much-needed upgrade

Announced at CES 2024, the AirLight Pro is designed to quickly dry your hair without blowing out your power.



[Photo: L'Oréal]



L'ORÉAL
GROUPE

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