

# L'ORÉAL

## L'ORÉAL GROUPE BEAUTY TECH INNOVATION, HAPTA, EARNS 'TIME BEST INVENTIONS 2023' ACCOLADE

*Marks fifth consecutive time L'Oréal Groupe has made the prestigious list*

**Clichy, 25 October 2023** – Recognizing the 50 million people around the world who have limited fine motor skills, L'Oréal today announced that Lancôme HAPTA, a smart makeup applicator designed for people with limited arm mobility, has been included in [TIME Best Inventions 2023](#) under the accessibility category. Lancôme HAPTA is the world's first handheld, ultra-precise, smart makeup device for people with limited arm mobility which helps them apply makeup at home. It follows in the footsteps of previous TIME honorees, the L'Oréal Colorsonic hair color applicator (2022), the L'Oréal Water Saver showerhead (2021), and the L'Oréal Perso (2020) and SkinCeuticals Custom D.O.S.E (2019) personalized skincare devices.

*"It is an honor to be chosen for the fifth year in a row in the TIME Best Inventions of the year list, which showcases our belief that the future of beauty lies between science and technology. Our unique, AI motion-learning HAPTA innovation truly embodies our mission in L'Oréal, which is to create the beauty that moves the world,"* said **Barbara Lavernos, Deputy Chief Executive Officer in charge of Research, Innovation and Technology, L'Oréal Groupe**. *"It is our utter dedication to ensure that all people in the world, no matter their motion limitations, can have access to our industry to achieve their unlimited desires."*

*"Lancôme is proud to be among the brilliant innovations included in TIME's Best Inventions 2023 list with HAPTA. This innovation makes Lancôme's commitment to inclusivity concrete, giving women with disabilities their confidence and independence back"* said **Françoise Lehmann, Global Brand President, Lancôme**. *"Beauty is a universal pursuit, and with HAPTA, we are now able to make it more accessible by offering equal access to it."*

*"HAPTA was born out of an incredibly exciting project with Verily, Alphabet's health tech arm, to help people with mobility challenges by using AI and motion-detection to supplement their natural movements with improved range of motion to guide makeup application,"* said **Guive Balooch, Global Managing Director, Augmented Beauty and Open Innovation, L'Oréal Groupe**. *"Lancôme HAPTA is a great example of our Groupe's values embodied in a Beauty Tech device that empowers an underserved population to more easily express themselves through beauty."*

### 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 37 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 87,400 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 2022 the Group generated sales amounting to 38.26 billion euros. With 20 research centres across 11 countries around the world and a dedicated Research and Innovation team of over 4,000 scientists and 5,500 tech and digital 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](http://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."*

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