

L'ORÉAL

L'ORÉAL ACQUIRES RESEARCH FIRM LACTOBIO, DENMARK-BASED LEADER IN PRECISION PROBIOTICS

Strengthens leadership in microbiome research to launch new fields of cosmetic innovation

Clichy, 4 December 2023 – [L'Oréal](#) today announced that it has completed the acquisition of Lactobio, a leading probiotic and microbiome research company based in Copenhagen. The strategic acquisition builds on 20 years of advanced research by L'Oréal into the microbiome scientific territory, deepening its knowledge of the microorganisms that live on the skin's surface and reinforcing the Groupe's leadership in this field. The acquisition also opens up new scientific opportunities, including leveraging Lactobio's microbiome expertise and significant IP portfolio to develop safe and effective new cosmetic solutions using live bacteria.

Lactobio was founded in 2017 by Søren Kjærulff, Ph.D. and Charlotte Vedel, Ph.D., who developed a unique, proprietary microbiome discovery platform and screening method to select the most effective and safe strains. These precision probiotics, created from a large biobank of lactobacillus bacteria, will be used in the development of topical formulations containing live bacteria, taking inspiration from nature to impart numerous benefits to skin and hair.

"The integration of Lactobio into our Advanced Research is highly complementary: L'Oréal's strong scientific knowledge and technological advancements coupled with Lactobio's best-in-class formulations using living organisms will significantly strengthen and accelerate our microbiome research dedicated to beauty," said **Anne Colonna, Global Head of Advanced Research of L'Oréal Groupe**. *"In joining forces, we aim to develop a new generation of cosmetics that will use cutting-edge innovations in the formulation process to provide science-based, precision probiotic and postbiotic products with new performance levels."*

"Denmark has a long history of innovation based on living microorganisms applied to food, agriculture and health, and it was against this background that we were inspired to create Lactobio," said **Søren Kjærulff, Founder and Chief Scientific Officer of Lactobio**. *"I am incredibly proud of what our team has achieved and excited for what the future holds as part of L'Oréal Groupe, where together, we can apply microbiome research to new fields of beauty innovation for people all over the world."*

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 centers 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>

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