

L'ORÉAL



L'ORÉAL REVEALS ITS FIRST CONNECTED BEAUTY DIGITAL INNOVATION

Clichy, 15 May 2014

L'Oréal announces today the launch of the first connected beauty digital innovation called "Makeup Genius" exclusively available through L'Oréal Paris.

Based on the insight that beauty is one of the most Googled topics in the world (about 4 billion searches a year), the group's innovation incubator decided to respond to the needs expressed by consumers by offering greater customisation and interaction with their brand.

"By combining our knowledge of consumers and the science of colours with technologies for monitoring facial expressions, we have been able to calculate the best possible algorithm capable of producing an extremely realistic colour-rendering in real time using just an iPhone camera," said Guive Balooch, Director of the Connected Beauty Incubator, L'Oréal Research & Innovation. This innovation will enable L'Oréal Paris to offer all women an unprecedented beauty "e-routine".

The world market leader in beauty, L'Oréal Paris aims to be a pioneer in tools offering consumers a personalised experience. Makeup Genius will enable consumers to test makeup products using their mobile phone or tablet as a virtual mirror. Consumers can now test makeup products, a new makeup look, or scan a bar code at the point of sale and instantly experience the most premium and innovative Before & After service.

"We believe that one of the major trends to come concerns the virtual reality experience, which will offer consumers a new and effective way of trying products, learning how to use them and personalise them, with unparalleled results for the consumer», said Cyril Chapuy, President of L'Oréal Paris International.

Makeup Genius will be launched in France, the United States and China in May 2014, then in other countries where the brand is present.



DOWNLOADABLE LINK

- Visuals
-

ABOUT

L'Oréal

L'Oréal has devoted itself to beauty for over 105 years. With its unique portfolio of 28 international, diverse and complementary brands, the Group generated sales amounting to 23 billion euros in 2013 and employs 77,500 people worldwide. As the world's leading beauty company, L'Oréal is present across all distribution networks: mass market, department stores, pharmacies and drugstores, travel retail and branded retail.

Research and innovation, and a dedicated research team of 4,000 people, are at the core of L'Oréal's strategy, working to meet beauty aspirations all over the world and attract one billion new consumers in the years to come. L'Oréal's new sustainability commitment for 2020 "Sharing beauty with all" sets out ambitious sustainable development objectives across the Group's value chain. www.loreal.com

MEDIA CONTACT

Clémence Fugain | clemence.fugain@loreal.com | tél. : 01 47 56 83 06