L'ORÉAL FOR THE FUTURE

BECAUSE OUR PLANET IS WORTH IT

2024 SUSTAINABILITY REPORT

L'ORÉAL PARIS

L'ORÉAL FOR THE FUTURE, BECAUSE OUR PLANET IS WORTH IT.

WHAT'S AT STAKE?

Global warming and environmental changes may lead to the permanent degradation of human and natural habitats. Tackling these threats is our collective responsibility and large companies have their part to play. The *L'Oréal for the Future* program is centered on four key pillars: steward the climate transition, safeguard nature, drive circularity and support communities. At the 2015 UN Climate Change Conference (COP21) in Paris, we were among the first one hundred companies to join the Science-Based Targets initiative, which encourages businesses to align their path to decarbonisation with the goals of the Paris Agreement. Our overarching climate change objective is to align our greenhouse gas emissions with the efforts to limit warming to 1.5°C. As a major brand of the L'Oréal Group, L'Oréal Paris contributes directly to these achievements.

WHAT IS OUR ROLE AS A LEADING GLOBAL BRAND?

We are the world's number one beauty brand, part of the world's leading beauty company. We've consistently taken into account our commitment to the planet. Our stand for the cause of women has been part of our DNA since the brand was created. Thanks to this legacy, we can now go even further, bringing the best of "beauty for all", through a just and equitable transition.

Building on the Group's *L'Oréal for the Future* strategy, L'Oréal Paris has established its *Because our Planet is Worth it* program. This initiative is guided by the Group's ambitious goals and the brand's contribution to these objectives, and it is underpinned by our belief in women empowerment and the power of science.

OUR SUSTAINABILITY MILESTONES

L'ORÉAL GROUPE

- **1979** – First reconstructed skin
- **1989** – L'Oréal stops animal testing for products
- **1995** – Environmental Research laboratory
- **2002** – Social audits
- **2006** – Launch of the Pro-Xylane molecule
- **2009** – First industrial environmental targets
- **2010** – Creation of the Inclusive Sourcing program
- **2013** – Launch of our 1st sustainability program (SHARING BEAUTY WITH ALL)
- **2017** – L'Oréal was among the first hundred companies to set Science-Based Targets (SBT) approved objectives
- **2020** – Launch of our 2nd sustainability program (L'ORÉAL FOR THE FUTURE)
- **2023** – Development of our new decarbonization trajectory
- **2024** – Net-zero climate transition plan and new targets approved by SBTi
- **2025** – Reporting on our commitments to the Ellen MacArthur Foundation: New Plastics Economy
- **2030** – Completion date of the L'Oréal for the Future programme
- **2050** – Reporting on our Business Ambition for 1.5°C – Net-zero commitment

L'ORÉAL PARIS

- **1971** – First advertising with the claim "Because I'm Worth It", a symbol of women empowerment
- **2012** – Pioneering launch of L'Oréal Paris Revitalift Laser X3, powered by Pro-Xylane, an ingredient based on nature-inspired principles
- **2020** – STAND UP against street harassment by L'ORÉAL PARIS: *Stand Up Against Street Harassment* launch; Elvive shampoo and conditioner bottles made with 100% recycled plastic
- **2021** – L'ORÉAL PARIS: *L'Oréal for the Future, Because our Planet is Worth it* program launch; First Elvive eco-refill pouch launch
- **2022** – Product environmental score launch
- **2023** – *Women of Earth* program launch
- **2024** – More than 3.6M people trained with Stand Up Against Street Harassment, since the launch; 92.7% ✓ of the PET plastic used in our packaging is made of recycled plastic (Primarily Elvive shampoo and conditioner bottles)
- **2025** – Global Elvive sustainable restage & launch of a new Elvive eco-refill pouch; EcoBeautyScore launch (EcoBeautyScore Association)

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We believe that women's rights and the rights of nature are deeply connected.

Our long-standing commitment to women and the planet, at the heart of our industry, has never been more vital.

LAETITIA TOUPET
GLOBAL BRAND PRESIDENT OF L'ORÉAL PARIS

At L'Oréal Paris, our commitment to a more responsible, inclusive, and fair beauty runs deep—and has done for more than 50 years.

Our signature, *Because I'm Worth It*, is more than a slogan. Since 1971, these words have captured our core belief in women's empowerment and have shaped our brand mission. Yet they only carry meaning if they lead to action: we act to break down the invisible walls that still prevent too many women from reaching their true potential. We are committed to elevating the role of women in society. We fight for their voices and their rights to be heard. We also believe that women's rights and the rights of nature are deeply connected—two powerful, resilient, and transformative forces without which no sustainable future is possible. This belief is the driving force behind our sustainability program *L'Oréal for the Future, Because our Planet is Worth it*.

We meet the aspirations of today's women with a vision of beauty that is demanding, responsible, and mindful of its impact. As early as 1979, L'Oréal pioneered reconstructed skin as an alternative to animal testing. In 2013, the Group gave structure to its sustainability goals through a dedicated program, then reached a new milestone in 2020 with *L'Oréal for the Future*—a collective response to the major challenges of our time. As a leading brand within the Group, L'Oréal Paris has a decisive role to play in the transition toward more sustainable beauty, and actively contributes to the Group's objectives.

From product design to distribution and usage, we integrate sustainability at every stage of the product lifecycle. Guided by our pioneering science and our *L'Oréal for the Future, Because our Planet is Worth it* program, our teams innovate through green sciences and circular economy principles to drive meaningful, lasting change.

However, responsible beauty reaches far beyond our products. It also means championing a form of femininity that is free, committed, and transformative. With our program *Women of Earth*, we support women who are driving environmental and social progress through entrepreneurship. Thanks to our partnership with Women's Earth Alliance, they gain access to the tools and resources needed to scale their impact, claim their place at the decision-making table—in their families and communities—and create ripple effects that benefit their entire ecosystem. And with our *Stand Up Against Street Harassment* program, we work to remove the everyday barriers that still fetter women's freedom in public spaces.

Engagement, responsibility, and transparency are part of the L'Oréal Paris legacy. We believe they are also the key to shaping the future of responsible beauty. As the world's leading beauty brand, we move forward with ambition, high standards, and humility. Our long-standing commitment to women and the planet, at the heart of our industry, has never been more vital.

Because it's worth it. Because you're worth it. Because our planet is worth it.

We know meaningful change takes time, perseverance and humility to transform the way we work – for the better. True to our roots, this change is driven by science, empowering women: in their everyday life, their environment, and their self-worth.

At L'Oréal Paris, we are convinced that product performance and sustainability are meant to go together. Backed up by science, we've set the bar high towards reducing the environmental impact of our formula and packaging. This is anchored within our brand journey, by design, purposefully shaping our innovation process from end to end. From ingredient choice, safety testing, product eco-design, sustainability is part of how we innovate. This approach already benefits the improvement of our main product franchises, such as Elvive, directly contributing to *L'Oréal for the Future* sustainability objectives.

As a brand that has stood with women for generations, reinforcing their self-worth, we recognize that women are disproportionately affected by climate change. Our program *Women of Earth* empowers women entrepreneurs to build resilience within their communities, giving them a voice and leadership positions, all while contributing to creating positive environmental impact. We are equally proud of our *Stand Up Against Street Harassment* cause, addressing a major global issue that significantly impacts women's behavior and self-esteem.

We don't claim to have all the answers. We approach these transitions with collaborative open minds, acknowledging that we are perpetually discovering new paths. With other industry players, we are developing the EcoBeautyScore to give consumers clearer information about the impact of their product choices. We keep track of our progress, and we're fully committed.

Because lasting change transcends grand gestures; it is built on consistent teamwork, shared accountability, and a humble, collective movement with our entire ecosystem, progressing one step at a time.

Because our planet is worth it. Because we're all worth it.

> At L'Oréal Paris,
> we are convinced that
> **product performance and sustainability are meant to go together.**

ELISE MESSERSCHMIDT
GLOBAL VP CSR &
SUSTAINABILITY L'ORÉAL PARIS

2024 achievements

FORMULA & INGREDIENTS

B.A.C.[1] INGREDIENTS

In 2024, **65%** ✓ of our ingredients are of biobased origin or derived from abundant mineral.[1]

BIODEGRADABILITY

In 2024, **82%** ✓ of our ingredients are biodegradable[2]

B.A.C.[1] & Biodegradability[2] in rinsed-off formulas:

ELVIVE
In 2024 **80%** ✓ of the ingredients in our Elvive formulas are biodegradable[2], **74%** ✓ B.A.C.[1]

HAIR COLOR
In 2024 **85%** ✓ of the ingredients in our hair color formulas are biodegradable[2], **37%** ✓ B.A.C.[1]

FACE CLEANSERS
In 2024 **97%** ✓ of the ingredients in our face cleansers are biodegradable[2], **90%** ✓ B.A.C.[1]

PACKAGING

PCR[3] PLASTIC

In 2024, **41.7%** ✓ of the plastics used by L'Oréal Paris come from recycled or biobased materials

PET PCR[3]

In 2024, **92.7%** ✓ of the PET plastic used by L'Oréal Paris comes from recycled plastic

ELVIVE FOCUS PACKAGING

In 2024, **99.7%** ✓ of the plastic (PET) used for Elvive shampoo and conditioner bottles worldwide is recycled. By using recycled plastics in Elvive packaging (shampoo and conditioner bottles worldwide), the brand saves the equivalent of **16,000 tons** ✓, including **14,700 tons** ✓ of PET.

FACTORIES

WATERLOOP[4]

In 2024, **28%** ✓ of the factories where L'Oréal Paris products are made are Waterloop factories.

RENEWABLE ENERGY

In 2024, **all** ✓ factories where L'Oréal Paris products are made have reached **100%** renewable energy.

STAND UP AGAINST STREET HARASSMENT

Since the launch[5], more than **3.6M** ✓ people have been trained in the **5Ds methodology** developed by **Right To Be**, our international NGO partner, with training delivered by our **30+ NGO partners** across **46 countries.**

WOMEN OF EARTH

Through our partnership with Women's Earth Alliance, since the launch: ✓ [6]

ENVIRONMENTAL

208 tree nurseries established	**190,245** native trees grown	**629** ha of terrestrial ecosystems protected & restored

ECONOMICS

414 women entrepreneurs with profitable business
1,503 women entrepreneurs trained

SOCIAL

+116% increase in women who report currently holding a formal or informal leadership or decision-making position in community structures (from 165 to 356)

+13% increase in girls' school enrollment (from 1,138 to 1,284)

ASSURANCE L'Oréal Paris reports here the evolution of its sustainability performance and its achievements at the end of 2024. The figures and activities related to this performance are shared in detail in the pages of this report. Deloitte has expressed a limited assurance on the indicators identified by this tickmark symbol ✓. The reference guide detailing the KPIs with tickmark symbol can be provided upon request.

(1) Biobased origin or derived from abundant mineral, by mass fraction of our raw material portfolio containing at least 50% carbon derived from biomass, according to the ISO 16128 standard. (2) As per OECD 301 or equivalent ISO test. (3) Post Consumer Recycled Material.
(4) Launched in 2017, the Waterloop system at L'Oréal's production sites is based on two essential pillars: 1. process optimization: reducing the volume of water used in production processes; and 2. reuse and recycling: wastewater treatment using advanced technologies such as ultrafiltration and reverse osmosis, to obtain high-quality water that can be reused in industrial processes. (5) From March 8th 2020 to December 31st 2024. (6) Deloitte has reviewed the qualitative approach and methodology employed in the data collection for these *Women of Earth* Indicators.

01 / Pioneering a unique approach of product conception

At L'Oréal Paris, we are capitalizing on L'Oréal Group's expertise in sustainability, responsibility, and eco-design. For each product conception, the environmental impact of depletion of resources, water use and climate change is considered in each of our decision processes. This is now an integral part of the Group's innovation strategy, and we are the first brand to benefit from these scientific advances in innovation and sustainability.

A COMPLETE LIFE CYCLE ANALYSIS

Leveraging L'Oréal Group's environmental expertise and established scientific methods, we calculate the environmental footprint of each product we launch or renovate. This involves assessing the environmental impact of a product at every stage of a product's lifecycle, from ingredient sourcing to the disposal of a product using the Life Cycle Assessment (LCA) methodology.
The assessment also includes the consumer use phase, which is especially critical for rinsed-off products. By quantifying the impact of each design choice, we select product details that meet consumer needs while minimizing environmental impact. This applies to both formula efficacy and packaging design, where we strive to balance desirability and utility with sustainability.

RESPONSIBILITY POWERED BY SCIENCE

Capitalizing on L'Oréal Group's Research & Innovation (R&I) expertise in green sciences, we contribute to accelerating the Group's transition towards formulas with more responsible raw materials. Each product is tested on a wide diversity of skin and hair color types among different age groups. This is how we meet consumers' expectations for effective and safe formulas.

Elevating our formulas

In order to improve the sustainability of our formulas, L'Oréal Research & Innovation laboratories continuously develop new ingredients and technologies with biomolecules derived from science inspired by nature.

WHEN SCIENCE SUSTAINS INGREDIENT INNOVATION AND RESPONSIBILITY

RENEWABLE INGREDIENTS AND RESPONSIBLE RAW MATERIAL SELECTION

Leveraging L'Oréal Group's green transformation strategy, L'Oréal Paris is increasingly developing products drawing on innovations that have come about from nature-inspired sciences such as biomimetic, bio fermentation, naturalness, as well as selecting abundant minerals, and circular ingredients. It has enabled us to revisit and reinvent our portfolio of raw materials and formulations whilst the principle of circularity will help to drive future innovation. For each L'Oréal Paris product, the chosen active ingredients, complexes, and delivery systems in the formulations, as well as the extraction and formulation processes, are all selected with the goal of optimizing both efficacy and impact on the planet.

(1) By mass fraction of our raw material portfolio containing at least 50% carbon derived from biomass, according to the ISO 16128 standard.
(2) As per OECD 301 or equivalent ISO test.

IN 2024,
65%
OF OUR INGREDIENTS ARE OF BIOBASED ORIGIN OR DERIVED FROM ABUNDANT MINERAL[1]

IN 2024,
82%
OF OUR INGREDIENTS ARE BIODEGRADABLE[2]

ZOOM

THE HYALURONIC ACID, A SUSTAINABLY PRODUCED INGREDIENT

The process to obtain Hyaluronic Acid consists in using bio fermentation of lactic bacteria that work as "mini fermentation factories" fed with locally sourced cereals before being extracted by a less environmentally impactful process. The obtained hyaluronic acid is highly effective and formulated for our skin, make-up, and hair products. This scientific progress opens new frontiers in terms of product formulation whilst giving us new ways to act more responsibly.

novéal

INGREDIENTS FOR BEAUTY

ENVIRONMENTAL RESPONSIBILITY AT THE HEART OF OUR PROCESSES

In a bid to develop formulas with no compromise between efficacy, safety and environmental responsibility, **we draw on the pioneering science to create processes that are more respectful of the environment and biodiversity,** using more sustainable ingredients and less water.

In 1938, Eugène Schueller, the founder of L'Oréal, created Novéal as an integral part of the Group. **At the intersection of Operations and Research, Novéal's teams are committed to developing eco-responsible processes and sustainably industrializing the high-performance ingredients from the Group's Advanced Research.**

- Novéal develops and secures exclusive and performant active ingredients through specific innovative processes (plant cell culture, fermentation) that meet with both green chemistry principles and consumers needs worldwide.
- The teams act on several levels to achieve the Group's environmental objectives by leveraging cutting edge technologies.

ZOOM

THE PRO-XYLANE, A STAR INGREDIENT IN L'ORÉAL PARIS SKINCARE

One example is the Pro-Xylane, a star ingredient in L'Oréal Paris skincare. Pro-Xylane begins its journey in sustainably managed European beech forests. These trees, primarily used for paper production, yield a byproduct called wood liquor, rich in Xylose, a sugar. Through a low-carbon process, this sugar is extracted and transformed into Pro-Xylane using green chemistry principles.

WHEN SCIENCE SUSTAINS FORMULA EFFICACY AND SAFETY

A CONTINUOUS AND RIGOROUS EVALUATION OF PERFORMANCE AND SAFETY

Safety is at the forefront of every product we launch. Each formula has been subjected to a careful selection of actives and ingredients, perfectly combined and dosed to ensure maximum efficacy and quality with safety.

Before going through clinical safety tests, our ingredients and formulas are also evaluated by a team of 100 safety experts following a 5-step assessment. This includes a thorough review of our databases and scientific literature as well as predictive in vitro tests on reconstructed skin to predict the safety and performance of many ingredient associations quickly and efficiently. It is done before starting any dermatological tests on large panels under real conditions of use. After the launch, we record any side effects or misusage. This monitoring allows continuous follow-up to maintain high standards for tolerance and usage precautions if needed. **Likewise, each product must demonstrate strong evidence of its superior performance and quality with safety.**

A PIONEERING ENVIRONMENTAL TESTING PLATFORM

Environmental safety at the various stages of a product's lifecycle is a priority for L'Oréal. L'Oréal's Research & Innovation (R&I) laboratories rigorously assesses all raw materials before they're used in any product, including those for our brand, L'Oréal Paris. **This rigorous process ensures ingredients are safe for both people and the planet.** The environmental evaluation process was expanded to cover the entire raw material catalog.

L'Oréal has been equipped with its own environmental laboratory since 1993 to study these impacts. The raw materials for our products are thus selected based on environmental criteria:

BIODEGRADABILITY

This measures how quickly microorganisms break down the ingredients in the environment. It is based on standardized OECD 301 tests, focusing on readily biodegradable ingredients (those breaking down at least 60% within 28 days). We consider the biodegradability percentage of a formula's organic content.

BIOACCUMULATION

It analyzes if an ingredient accumulates in organisms and the food chain, determining potentially harmful concentration levels.

ECOTOXICITY

It assesses the impact of ingredients and finished formulas on representative aquatic organisms (algae, daphnia, fish embryos) in a controlled laboratory environment. A product's "water footprint," representing the dilution needed to render it harmless, helps identify formulas requiring further ecotoxicity testing.

In 2005, L'Oréal committed to no longer acquiring or developing raw materials which would accumulate the defects of persistence, bioaccumulation and ecotoxicity. In addition to ingredient-level assessments, we evaluate the potential impact of finished formulas on representative aquatic organisms, considering their eventual fate in rivers, lakes, and oceans. **Furthermore, we conduct Life Cycle Assessments (LCAs) on our major raw material groups to understand their full environmental footprint.**

FOCUS

BEAUTY WITHOUT ANIMAL TESTING

The health and safety of consumers has always been an absolute priority for L'Oréal. L'Oréal stands for beauty with no animal testing and has been at the forefront of alternative methods for over 40 years. The Group is also continuously improving its formulas to offer alternatives to animal-derived ingredients.

MOVING TOWARDS NO ANIMAL-DERIVED INGREDIENTS

L'Oréal is always attentive to respecting the personal choices of its consumers throughout the world and therefore offers a very wide range of products to meet their diverse beauty needs.

In accordance with our principles, L'Oréal does not use any ingredient of human origin or coming from rare or endangered animal species nor any ingredient of porcine, bovine or ovine origin; except lanolin.

L'Oréal uses derivatives of raw materials of animal origin in restricted quantities, such as honey, beeswax, lanolin, as well as fish derivatives and poultry egg derivatives.

NO ANIMAL TESTING SINCE 1989

L'Oréal's pioneering proprietary reconstructed skin technology provides a viable alternative to animal testing. L'Oréal stopped animal testing more than 30 years ago, and nearly 15 years before legislation.

At L'Oréal Paris, we developed predictive in vitro tests on Episkin reconstructed tissue, a high-tech model of reconstructed human skin invented in our laboratories by our skin biology experts. As well as providing an infinite source of skin biology data, this technology allows us to predict the safety and performance of a vast number of ingredient associations quickly and efficiently.

As a trailblazer in the fight against animal testing, L'Oréal has decided to democratize and make accessible its technology providing a solution to the entire beauty industry and paving the way for beauty without animal testing. Episkin by L'Oréal is a giant step not only for non-animal testing but also in skin evaluation and performance prediction. Beyond fundamental research and safety prediction, these reconstructed skins are incredibly valuable tools for evaluating the performance of our active ingredients and finished products. This technology enables researchers to compare several combinations of actives to select the best performing for our products.

In 1999, L'Oréal research and innovation developed a new way to grow and test melanocytes (cells producing melanin pigment in skin). In the following decades, Episkin has been crucial to help us continue to understand pigmentary process of different skin tones, by developing pigmented reconstructed skin from different human skin models (African, Caucasian, Asian and others).

EACH YEAR, L'ORÉAL'S PREDICTIVE EVALUATION CENTRE IN FRANCE PRODUCES AROUND

150,000 UNITS

OF RECONSTRUCTED TISSUE

EPISKIN CENTRES AROUND THE WORLD:

- Gerland, France
- Pudong, China (since 2014)
- Rio de Janeiro, Brazil (since 2018)

Optimizing our packaging

IN 2024, 41.7%

OF THE PLASTICS USED BY L'ORÉAL PARIS COME FROM RECYCLED OR BIOBASED MATERIALS

IN 2024, 92.7%

OF THE PET PLASTIC USED BY L'ORÉAL PARIS COMES FROM RECYCLED MATERIALS

L'Oréal Paris is accelerating its transition to circular economy by optimizing its packaging. The priority is to reduce the overall amount of packaging, replace any materials used with better alternatives, and improve recyclability of our packaging. Examples include introducing innovative new formats to cut back on plastic and replacing virgin plastic with recycled or biobased materials.

SUSTAINABLE PACKAGING PRINCIPLES

At L'Oréal Paris, we are leveraging the Group's expertise in packaging science to optimize resources and accelerate our transition to a circular economy. We innovate with new formats that require fewer materials and replace virgin plastic with recycled alternatives. Our processes adhere to strict packaging standards to ensure optimal performance in terms of quality and utility, thereby guaranteeing both formula protection and an excellent consumer use experience.

Within the same holistic approach to our product's life cycle, we calculate the environmental impact of each design choice to guide product development. The scientific approach to packaging centers on the "3Rs" framework.

A RESPONSIBLE PACKAGING STRATEGY

REDUCE

We reduce the weight and size of packaging:

L'Oréal Paris is actively seeking alternatives to single-use packaging, proposing not only rechargeable and refillable systems but also broader reusable packaging solutions. Additionally, we promote multi-dose formats to replace single-dose options.

REPLACE

We replace certain materials with less impactful alternatives through two key approaches:

- **Promoting a circular economy:** This involves the increased use of post-consumer recycled (PCR) materials.
- **Utilizing renewable materials:** This includes adopting bio-sourced plastics.

RECYCLE

We act to improve the recyclability of our packaging, and contributing to a more circular economy. We are also innovating to ensure every aspect of our packaging can be recycled at waste sorting facilities and, we encourage consumers to recycle.

EVERY NEW PRODUCT WE DEVELOP IS METICULOUSLY DESIGNED WITH PACKAGING THAT MAXIMIZES RECYCLED MATERIAL CONTENT, MINIMIZES BOTH WEIGHT AND WASTE, AND IS OPTIMIZED FOR RECYCLABILITY, ALL WHILE SAFEGUARDING DESIRABILITY AND PRODUCT UTILITY.

REDUCE MORE AND MORE

Our sustainable packaging strategy, underpinned by the '3Rs' framework, prioritizes the principle of Reduction.

We are minimizing intensity through packaging science-driven resource optimization, using less plastic and glass while maintaining or enhancing safety, desirability, and the consumer experience. We are achieving this through multiple strategies: streamlining packaging dimensions, lightweighting materials for the same product quantity, and pioneering new plastic-reducing packaging materials.

We are focusing on impactful projects, covering our main packaging formats, such as the redesigned Elvive shampoo and conditioner bottles, and lightweight skincare jars (all our 50mL round and square glass jars, excluding China). We are working towards 20% reduction vs. 2019 baselines, and we are not stopping there, we keep on redesigning our main formats (such as hair care oil bottles, hair mask treatment jars, hair color kits, makeup foundation bottles, etc.), and we offer refills.

We leverage packaging science to create premium, safe, high-performing, and more sustainable designs.

ZOOM

SKINCARE JARS LIGHTWEIGHT

Our experts redesigned the L'Oréal Paris iconic square glass jar by reducing up to 30%[1] of its weight since 2019 without impacting the formula protection. The new jar is crafted from 25% recycled glass and is recyclable[2].

By optimizing the jar's design, we achieved significant resource savings with minimal visual change, maintaining the same amount of formula and ensuring no shrinkflation—delivering the same consumer experience with a lighter environmental impact.

(1) Except for white ranges (less 28%) and midnight cream (less 25%) (2) Recyclability depends on the reference

OUR HERO PRODUCTS
ELVIVE

FORMULA

Owing to the brand's powerful pioneering science, the new formula of Elvive Color Vive shampoo uses ingredients that lower the environmental impact of raw material sourcing and production. For example, this reduces the energy consumption needed and lessens the impact of the formula at its end of life. These efforts create a significant impact, as over 30 million Color Vive shampoo bottles are sold in Europe each year.

ELVIVE COLOR VIVE SHAMPOO

81% BIOBASED INGREDIENTS[3]

89% BIODEGRADABLE FORMULA[4]

ELVIVE DREAM LENGTHS CONDITIONER

88% BIOBASED INGREDIENTS[3]

98% BIODEGRADABLE FORMULA[4]

PACKAGING

The entire range of Elvive shampoos and conditioners was renovated in 2024, and now benefits from more environmental-friendly packaging:

-20% PLASTIC[1]

100%
RECYCLED PLASTIC BOTTLES INCLUDING CAPS[2]

REFILLABLE BOTTLES

WHAT WE HAVE DONE:

REDUCE
At the end of 2024, we reduced the weight of our shampoo and conditioner bottles[1] by 20%, allowing us to avoid the use of 1,807 tons of virgin plastic[5] and reduce CO_2 emissions by 2,200 tons.

REPLACE
For the first time, our caps, like our bottles, are made of 100% recycled plastic. Elvive reduces 7,220 tons of virgin plastic per year in Europe[6].

REFILL
In addition to the bottle redesign, Elvive refills reduce packaging plastic by 60%[7]. By refilling my ELVIVE shampoo with its pouch,
I am reducing my impact on climate change by 37%[8].

(1) Vs a previous bottle. (2) Except dyes, additives and label. (3) Or derived from abundant minerals by mass fraction of our raw material portfolio containing at least 50% carbon derived from biomass, according to the ISO 16128 standard. (4) As per OECD 301 or equivalent ISO test. (5) Compared to 2024 ELVIVE sold units in Europe. (6) By integrating recycled plastic in our Shampoo and Conditioners based on 2024 sold units in Europe. (7) Vs a 250mL bottle. (8) Disclaimer: 250mL pouch vs single shampoo bottle 250mL format comparison, based on ISO compliant and third-party critically-reviewed LCA of the packaging only, considering the use of 4 bottles in comparison to the single use of a bottle + 3 refill with pouch.

OUR HERO PRODUCTS
CASTING CRÈME GLOSS

FORMULA

Our new Casting Crème Gloss formula is ammonia-free, delivering deeper hydration, softness, and extra shine for visibly healthier hair[1]. By choosing more renewable and biodegradable ingredients, we are improving the sustainability of the formula:

-20% CO_2 EMISSIONS FROM FORMULA[2]

90% NATURAL ORIGIN[3] NO AMMONIA

95% BIODEGRADABLE FORMULA[4]

80% BIOBASED INGREDIENTS[5]

PACKAGING

The new Casting Crème Gloss kit's packaging weight has been reduced by 8% compared to the previous version. This was achieved by integrating the instructional leaflet directly inside the box for the first time ever, thereby avoiding the equivalent of 100 tons of paper waste annually.

-100 TONS[6] OF PAPER PER YEAR[7]

-40% VIRGIN PLASTIC[8]

-460T OF VIRGIN PLASTIC PER YEAR[8]

BOTTLES MADE OF **100%** RECYCLED PLASTIC [9]

-25% CO_2 EMISSIONS FROM PACKAGING PRODUCTION[10]

(1) Consumer test. (2) Based on ISO compliant and third-party critically-reviewed LCA in comparison to the previous Casting Crème Gloss Kit. (3) Average natural origin of coloring cream, developer and mask formulas. The remaining 10% guarantees a good sensory experience and preserves the formula. (4) As per OECD 301 or equivalent ISO test. (5) Or derived from abundant minerals, by mass fraction of our raw material portfolio containing at least 50% carbon derived from biomass, according to the ISO 16128 standard. (6) Compared to 2023. (7) Except for DNSF, POL/BALT and ABDA. (8) Compared to 2023. (9) Excluding labels, caps, dyes and additives. (10) Based on ISO compliant and third-party critically-reviewed LCA in comparison to the previous Casting Crème Gloss Kit.

OUR HERO PRODUCTS
REVITALIFT

FORMULA

NEW REVITALIFT LASER TRI-PEPTIDES AGE-CORRECTING SERUM

The power of 3 top anti-aging serums in 1 for radical age-correcting results, with selected ingredients that are combined and dosed to ensure maximum efficacy with safety, while minimizing environmental impact.

92%
BIOBASED INGREDIENTS[1]

89%
BIODEGRADABLE FORMULA[2]

PACKAGING

NEW LIGHTWEIGHT SKINCARE JARS

Our experts have redesigned our skincare glass jars thanks to science of packaging. Our iconic square glass jars use less resources from the planet and contribute to a more circular economy, with the same amount of formula and no impact on the consumer experience:

-30%
OF WEIGHT[3]

CRAFTED FROM
25% OF RECYCLED
GLASS AND RECYCLABLE[4]

(1) Or derived from abundant minerals by mass fraction of our raw material portfolio containing at least 50% carbon derived from biomass, according to the ISO 16128 standard.
(2) As per OECD 301 or equivalent ISO test. (3) Since 2019 weight reduction may vary depending on the franchise. (4) Recyclability depends on the reference.

OUR HERO PRODUCTS
MEN EXPERT

FORMULA

POWER AGE SERUM

Powered by highly effective biobased Hyaluronic Acid, sustainably produced and obtained by bio fermentation technology of locally sourced cereals.

84%
BIOBASED INGREDIENTS[1]

80%
BIODEGRADABLE FORMULA[2]

HYDRA ENERGETIC VIT C SERUM

The star ingredient in this serum is the biobased Vitamin C, obtained from nature through biotechnology. It harnesses biobased ingredients to revitalize the skin's natural radiance.

81%
BIOBASED INGREDIENTS[1]

81%
BIODEGRADABLE FORMULA[2]

PACKAGING

REDESIGNED MEN EXPERT SHOWER GEL BOTTLES

- **Since 2021,** 100% of the PET used in our shower gel bottles is PCR (recycled)[3].
- **Since 2022,** all our Men Expert 250mL, 300mL and 400mL bottles are recyclable, and carbon black ink has been removed.
- **In 2024,** all our shower gel bottles have been redesigned, surpassing consumer expectations due to their uniqueness, elegance and convenience. By reducing the cap size and redesigning the bottle we are optimizing the use of resources, resulting in a 20% reduction in plastic weight.
- **Starting in 2025,** 100% of the PP used in the caps of our shower gel bottles is PCR (recycled).

(1) Or derived from abundant minerals by mass fraction of our raw material portfolio containing at least 50% carbon derived from biomass, according to the ISO 16128 standard. (2) As per OECD 301 or equivalent ISO test. (3) Excluding labels, colorants, and additives.

Empowering our consumers

At L'Oréal Paris, we believe in transparency with our consumers and we feel responsible for providing them with the information necessary to make conscious consumption choices, including understanding the environmental impacts of our products.

THE ECOBEAUTYSCORE INITIATIVE

It is our responsibility to empower consumers to make informed consumption choices. This is why we launched the Product Environmental Score, a transparent and audited scoring system, that rates our in-house products according to their environmental footprint. Always attentive to our consumers, we wanted to share our expertise and our desire for transparency with the entire industry.

We then joined forces with beauty industry players to co-found EcoBeautyScore, a collaborative initiative involving over 70 cosmetics & personal care companies and professional associations to develop a common, harmonized, scientifically robust and easy-to-use assessment methodology and rating system. The methodology has been subject to a rigorous technical review by independent experts in Life Cycle Analysis (LCA) and follows the European Commission's guiding principles. We are introducing the EcoBeautyScore on our product pages in Europe and will expand outside Europe on EcoBeautyScore Association supported segments.

70

COSMETICS & PERSONAL CARE COMPANIES AND PROFESSIONAL ASSOCIATIONS. NEW ENTRANTS WILL JOIN THE PROJECT GRADUALLY.

FROM AN INTERNAL PRODUCT ECO-DESIGN ASSESSMENT TOOL TO AN INDUSTRY-WIDE ECOBEAUTYSCORE

2014

Launch of **SPOT (Sustainable Product Optimization Tool),** an internal product eco-design tool. SPOT allowed us to understand and continuously improve the impacts of our packaging and formulas. Systematically used by all our teams since 2017 to develop or renovate any product.

2019

Development of **our own environmental labeling system, the Product Environmental Score,** based on the SPOT footprinting methodology and verified by an independent third party, Bureau Veritas. We deployed the Product Environmental Score across different categories and countries.

2021

L'Oréal co-founded the industry EcoBeautyScore consortium which over time attracted as many as 70 corporates, industry groups and trade associations as members. This initiative developed a methodology to provide consumers with transparent, science-based, and comparable information about the environmental performance of beauty products.

JUNE 2025

Launch of the EcoBeautyScore in L'Oréal Paris face care products in France and Germany.
The EcoBeautyScore methodology & platform have been reviewed and verified by:

ECOCERT GROUP

E&H

TO COME...

Roll out across all our categories and markets on EcoBeautyScore Association supported segments.

EcoBeautyScore ASSOCIATION

02 / Standing with women, leading the change

We believe beauty is power. It lifts, transforms, and instills confidence. Our mission is to bring this power to every woman so they can become the best version of themselves. As we are more than a beauty brand, this lifelong conviction drives our vision of a fairer and more sustainable society, and is the pillar of our social and environmental impact programs, *Stand Up Against Street Harassment* and *Women of Earth*. Through these programs, we extend our commitment to walk alongside women and we increase our positive impact: we are fighting so that all women, whatever their backgrounds, culture or origins, can become who they want to be.

STAND UP AGAINST STREET HARASSMENT

Street harassment is the first issue[1] faced by women and girls all over the world, with a significant impact on their lives. To combat this, we launched our *Stand Up Against Street Harassment* program in 2020 with our international NGO partner Right To Be.

Our ambition is to raise awareness on this global issue and to train women and men on how to react when experiencing or witnessing it. This is achieved through the 5D methodology, an expert-validated training designed to help everyone intervene safely when encountering street harassment.

WOMEN OF EARTH

L'Oréal Paris believes there is a strong connection between the rights of Nature and the rights of Women and is convinced that the future depends on it. Through its partnership with Women's Earth Alliance, L'Oréal Paris supports women entrepreneurs who are developing environmental projects, providing them with the resources they need to accelerate their efforts as agents of change. This contributes to amplifying its positive impact.

(1) International study conducted in 2019 and 2021 by L'Oréal Paris with IPSOS with data gathered in 8 countries with over 15,000 participants.

Stand Up Against Street Harassment, fighting a major societal issue

L'Oréal Paris has always championed and celebrated women in realizing their self-worth. Street harassment is the number one issue[1] faced by women and girls around the world. It changes their behavior, questions their confidence, and lowers their self-esteem. Furthermore, it compels them to avoid certain places, rethink their appearance, feel unsafe when going out, and miss crucial opportunities. We are fighting to put an end to this scourge.

OUR CAUSE

Street harassment is one of the most common forms of gender-based violence experienced by women and girls around the world, hindering their rightful place in society and diminishing their visibility.

80%
OF WOMEN HAVE EXPERIENCED SEXUAL HARASSMENT IN PUBLIC SPACES.[1]

ONLY 25%
OF VICTIMS SAY SOMEONE HELPED. WHY? BECAUSE 86% OF US DO NOT KNOW WHAT TO DO WHEN WE WITNESS IT HAPPENING.

When we witness harassment without intervening, it deepens the trauma for the person being harassed and signals to the harasser that their behavior is acceptable. We aim to disrupt this dynamic by empowering people wherever possible.

Together with our international partner, Right To Be, and our 30+ local NGO partners, we are offering free training sessions - both in public spaces and online - through our dedicated website **standupinternational.com**

(1) International study conducted in 2021 by L'Oréal Paris and IPSOS, gathering data in 8 countries from over 15,000 participants.

THE 5Ds METHODOLOGY

by RIGHT TO BE

The 5Ds is an expert-validated training designed to help everyone safely intervene when encountering street harassment, whether they are experiencing or witnessing it. Its aim is to stop the harassment without endangering those who intervene to help.

01
DISTRACT
Pretend to be friends, ask for the time, cause a distraction, be creative.

02
DELEGATE
Find someone in a position of authority (e.g. teacher, bartender or a bus driver) and ask them to intervene.

03
DOCUMENT
Watch and witness, write down or film the harassment, provide the footage to the victim and never post it online or use it without their permission.

04
DIRECT
Speak up and call the harasser out, then turn your attention to the person being harassed. If they respond, ignore them; don't escalate. Only use direct as a last resort to prevent violence. Your safety and that of the person being harassed come first.

05
DELAY
Comfort the harassed person after the incident and acknowledge that the behaviour was wrong. Be a friend.

A GLOBAL PROGRAM WITH CONCRETE IMPACT

Our strategy involves being present in locations where street harassment occurs, to train people on the ground: this includes streets, public transport, various events (such as music festivals and sporting events), and also schools and universities. On social media, *Stand Up Against Street Harassment* is further promoted by committed key opinion leaders who partner with the program to encourage people to get trained on the dedicated *Stand Up Against Street Harassment* website.

Thanks to our collective efforts with our local NGO partners, street harassment has entered the public affairs agenda in several countries. In Argentina, the city of Buenos Aires declared *Stand Up Against Street Harassment* to be of public interest in 2023. In Egypt, we signed a partnership with The National Council of Women in 2022, which grants us access to public universities to conduct *Stand Up Against Street Harassment* training.

97%

OF *STAND UP AGAINST STREET HARASSMENT* TRAINEES FEEL MORE EMPOWERED TO INTERVENE WHEN WITNESSING STREET HARASSMENT COMPARED TO BEFORE THEIR *STAND UP AGAINST STREET HARASSMENT* TRAINING.[2]

MORE THAN

3.6 MILLION

PEOPLE HAVE BEEN TRAINED SINCE THE LAUNCH

(2) 2022 L'Oréal Paris' social impact survey compared interview responses from 1,841 individuals who completed the *Stand Up Against Street Harassment* training program to 3,126 interviews among the general population who had not completed the training across the world (France, Indonesia, India, USA). The trainees were asked to answer a series of questions about situations related to street harassment that they experienced before and after they took the *Stand Up Against Street Harassment* training.

A GLOBAL INITIATIVE AGAINST AN INVISIBLE FORM OF VIOLENCE

An international survey conducted by L'Oréal Paris with IPSOS in 2023 in 20 countries across the world (20,000 people), found that for 52% of people, women are to be blamed for situations of sexual harassment in public spaces due to their attitudes, behavior, or appearance.

As a result, 60% of women adapt their clothing or appearance in public spaces. On International Women's Day, L'Oréal Paris launched its new campaign, "Street Harassment is Never Your Fault" to empower women and remind them of their right to be who they are.

87% of women adopt strategies in their everyday life to protect themselves from street harassment. The fear of street harassment significantly undermines women's personal fulfillment, restricts their freedom, but also leads to missed opportunities—socially, educationally, and professionally.

Beyond these missed opportunities, the fear of street harassment also imposes a hidden financial burden on women – **a "pink tax" on safety** such as taking taxis instead of public transportation, choosing to live in neighborhoods perceived as safer, investing in self-defense classes, or paying for security apps.

These expenditures, coupled with the missed opportunities, accumulate to create a substantial financial strain, potentially widening existing economic inequalities.

But the cost of street harassment represents also a significant societal cost. By limiting women's participation in the workforce, in education, and in public life, street harassment hinders economic growth and social progress.

To view the full study: www.standup-international.com/en/en/facts

BECAUSE OF THE FEAR OF STREET HARASSMENT,

1 WOMAN OUT OF 2 (49%)

TURNS DOWN OPPORTUNITIES (PERSONAL, SOCIAL AND PROFESSIONAL) – 62% UNDER 35 YEARS OLD.[1]

1 WOMAN OUT OF 4

TURNS DOWN JOB OPPORTUNITIES – 1 OUT OF 3 WOMEN UNDER 35 YEARS OLD.[1]

1 WOMAN OUT OF 5

DECLINES SCHOOL OPPORTUNITIES – 1 OUT OF 4 WOMEN UNDER 35 YEARS OLD.[1]

(1) Source: International survey on sexual harassment in public spaces, conducted by L'Oréal Paris with IPSOS, with data gathered in 20 countries with over 20,000 participants, November 5th – December 21st, 2023.

***Women of Earth*, supporting women entrepreneurs fighting against climate change**

As the #1 beauty brand in the world and conscious of its impact, L'Oréal Paris has set ambitious sustainability goals to address social and environmental challenges. Through a dedicated program called *Women of Earth*, the brand extends its commitment to women by promoting and supporting women entrepreneurs who act as agents of social and climate change. From 2020 to 2030, L'Oréal Paris is investing €10 million in these environmental projects spearheaded by women.

WOMEN'S EARTH ALLIANCE X L'ORÉAL PARIS

In 2023, L'Oréal Paris signed a partnership with Women's Earth Alliance, an NGO empowering women entrepreneurs, by providing resources to accelerate their environmental projects as agents of change. This partnership opened a new dimension of L'Oréal Paris' history, an extension of its commitment to women. True to its mission, the brand is fighting so that all women, whatever their backgrounds, culture or origins can become who they want to be, have a voice, and seat at the decision table.

WOMEN AT THE FOREFRONT OF THE CLIMATE CRISIS

Women are particularly well placed to fight climate change and develop the necessary solutions for adaptation. As the first victims of climate change, especially in marginalized communities, they are also the first contributors to social and environmental actions.

ACTION

Investment in the long-term leadership potential of women.

KEY AREAS OF ACTION

- Eco-Entrepreneurship
- Forest Conservation
- Climate Resilience
- Regenerative Agriculture and Food Sovereignty
- Ocean Conservation and Sustainable Fishing

SUPPORT PROVIDED

- Training and mentorship program
- Funding
- Support networks

MAIN OUTCOMES

- Equipping women with skills to lead impactful environmental projects
- Fostering a ripple effect that strengthens communities, protects ecosystems, and benefits future generations.

WOMEN OF EARTH PROGRAM

ONE OBJECTIVE

Empowering women

A TWO-PRONGED STRATEGY

- **Fighting climate change and fostering social progress**
- **Supporting women entrepreneurship**

A WIDE RANGE OF INITIATIVES

Accelerating climate protection, building more inclusive and equitable communities, and enhancing the circular economy are a few of the main issues L'Oréal Paris has committed to support to help women entrepreneurs.

EMPOWERING WOMEN

WE HAVE INVESTED TO SUPPORT 1,503 WOMEN ENTREPRENEURS, WORKING WITH 720,000 PEOPLE IN COMMUNITIES BENEFITING FROM THEIR SOLUTIONS IN DIFFERENT PARTS OF THE WORLD SUCH AS KENYA, INDONESIA AND MEXICO.

A RIPPLE EFFECT AFTER 2 YEARS

ENVIRONMENTAL IMPACT

629 HECTARES OF LAND ECOSYSTEMS PROTECTED AND RESTORED

190,000 INDIGENOUS TREES GROWN

208 TREE NURSERIES ESTABLISHED

ECONOMIC IMPACT

1,503 WOMEN ENTREPRENEURS TRAINED

414 WOMEN ENTREPRENEURS WITH PROFITABLE BUSINESS

SOCIAL IMPACT

+116%
INCREASE IN WOMEN WHO REPORT CURRENTLY HOLDING A FORMAL OR INFORMAL LEADERSHIP OR DECISION-MAKING POSITION IN COMMUNITY STRUCTURES (FROM 165 WOMEN WITH LEADERSHIP POSITIONS AT THE START OF THE PROGRAM TO 356 TO DATE)

+13%
INCREASE IN GIRLS' SCHOOL ENROLLMENT IN ASSISTED COMMUNITIES (FROM 1,138 TO 1,284)

EXAMPLES OF PROJECTS SUPPORTED BY L'ORÉAL PARIS FOR WOMEN, THEIR COMMUNITIES, AND THE PLANET

AGROFORESTRY AND AGROECOLOGY

BEEKEEPING

ECO-TOURISM

CLIMATE-RESILIENT NUTRITION GARDENS

SMART SOLUTIONS SUCH AS SOLAR ENERGY, ENERGY-SAVING COOKERS

SPOTLIGHT ON KENYA

JUDITH AWINJA

"Before I received the training, I was lacking purpose and direction. I had a very low self-esteem, and I couldn't talk in public spaces. But in 2019, I went to Nairobi to be trained by Women's Earth Alliance. I became knowledgeable on climate change and eco entrepreneurship. I started planting tree seedlings in nurseries and earning money. After the training, I could start to produce honey, using a seed grant and thus, increase my income. Now, I have a project for trees, for poultry and I have cows. I can afford a good life and easily pay the school fees for my children. I have trained other groups, and I have been able to reach close to a thousand women. Now, these women are educated like me, they are empowered and can make their own money."

NURU SIFUNA

"To be honest, I am really happy with the opportunity my wife has had to be trained by the L'Oréal Paris and Women's Earth Alliance. I feel lucky to have a wife who is pro-active. She influenced me to plant trees and explained to me how this activity would become profitable. Then, Women's Earth Alliance volunteers came to our home and assessed whether the environment was suitable for beekeeping. Today, I can testify that they do a really good job of managing the harvest. In fact, a single hive can produce between 15 and 20 liters of honey! A lot has changed since the project began. Now, thanks to the program, my wife is empowered, and the family will not be short of money anymore. She is financially independent and continues to develop her projects."

BARBRA MWIMALI

"I come from a patriarchal grassroot community in Kakamega, where women have a lot of big responsibilities. Despite that, they cannot have positions in societies which allow them to take important societal decisions. It is considered as a man's job. As I was growing up, I observed my mom and my community, and I developed this feeling that if we want to break this cycle, we must act. My mom had the opportunity to be trained thanks to the L'Oréal Paris and Women's Earth Alliance program. I have seen this project change the women around me, teaching them how to be eco-entrepreneurs and empower them not only economically, but also socially and environmentally. Having been the first beneficiary of this program and having seen so many women empowered, my objective is now to continue to develop this project by reaching even more women."

L'ORÉAL
PARIS

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