

L'ORÉAL

CES 2021: L'ORÉAL UNVEILS L'ORÉAL WATER SAVER, SUSTAINABLE HAIRCARE TECHNOLOGY FOR THE SALON AND HOME, DEVELOPED WITH ENVIRONMENTAL INNOVATION COMPANY GJOSA

Clichy, 11 January 2021 – L'Oréal today unveiled its new “beauty tech” innovation at CES 2021: **L'Oréal Water Saver**, a sustainable haircare system for the salon and at-home beauty routine, developed with environmental innovation company **Gjosa**. The system represents a new way to wash and care for your hair: one that saves water while improving upon luxury and efficiency through advanced technology.

For generations, visiting the salon backbar for a hair wash has been a cherished beauty ritual—and with L'Oréal Water Saver, doing so is better for the planet. L'Oréal Water Saver reduces water usage by up to 80%. Its system transforms the traditional hair-washing experience by combining high-powered water-optimizing technology with specially designed haircare products from L'Oréal Professionnel and Kerastase that flow directly into the water stream.

"We believe it is our responsibility at L'Oréal to do our part to preserve the earth's natural resources. Every drop of water is precious, and our new technology makes every drop of water count," said Nicolas Hieronimus, Deputy CEO, L'Oréal Group. "L'Oréal Water Saver represents the next phase of our beauty tech ambition—one that delivers an exceptional personalized beauty experience while embodying our commitment to sustainability in every aspect of our business."

L'Oréal Water Saver was created through a partnership between the L'Oréal Technology Incubator and the Swiss environmental innovation company Gjosa'. The result is a first-of-its kind product that incorporates L'Oréal's century-long legacy of formulation expertise with Gjosa's core water-optimizing technology that applies the principle of fractioning used in rocket engines to water flows. Water droplets collide according to a defined direction and uniform distribution. This reduces their size and accelerates their speed, ensuring every drop of water is used in the hair washing and rinsing process while making shampoos, conditioners, and other treatments easier to rinse.

Breakthrough product features of the L'Oréal Water Saver device includes:

- **High water velocity and 80% water reduction compared to standard hair washing:** the L'Oréal Water Saver platform uses two liters per minute, compared to the household standard eight liters, and with no detectable difference in pressure.
- **Patented Cloud Cleansing—a brand-new haircare experience:** by infusing specially designed, micronized haircare formulas directly into the water stream, L'Oréal Water Saver creates droplets that are 10 times smaller, for better absorption and faster rinsing.
- **Data dashboard and impact reporting:** Water and cost-saving data is tracked in an accompanying dashboard that provides salon owners with a history of treatments in addition to tracking reduction of water, energy and cost.

"Our work at the L'Oréal Technology Incubator for the past decade has been committed to merging beauty with technology. Our goal is to challenge ourselves to reinvent the beauty experiences we know to create better, more efficient, and more personalized results for our consumers. L'Oréal Water Saver is backed by advanced technology—but what is most important is that it improves on our consumers' existing haircare experience and excites and inspires them," said Guive Balooch, Head of the L'Oréal Technology Incubator.

"L'Oréal Water Saver is the result of an exemplary exclusive partnership, which joins a century-long legacy of innovation in haircare with cutting edge technology. It represents a new type of sustainable experience for consumers, and one we look forward to seeing activated around the world," said Amin Abdulla, co-founder, Gjosa.

The L'Oréal Water Saver haircare experience is available now in select L'Oréal salons in New York and Paris; a global rollout will span 2021 and 2022. In the next few years, L'Oréal Water Saver is anticipated to be in thousands of salons, at which point it will have the potential for remarkable water savings—up to one billion gallons of water per year. A convenient at-home shower device will launch at a later date.

More CES 2021 news from L'Oréal:

L'Oréal also announced the first consumer launch of its [award-winning](#) Perso technology. Introduced [at CES 2020](#), Perso is a an AI-powered at-home system that represents the ultimate in beauty personalization.

Today, L'Oréal launches *Yves Saint Laurent Rouge Sur Mesure Powered by Perso*, a first-of-its kind at-home device for personalized lipsticks. This sleek AI-powered device, originally developed by the L'Oréal Technology Incubator, utilizes color cartridge sets from YSL's iconic universes of red, nude, orange or fuchsia. Users of the Perso system can create thousands of bespoke shades of YSL

Velvet Cream Matte Finish lipstick with a single touch. Priced at \$299, the device is available for limited U.S. preorder at www.TKTK.com, for early Spring 2021 delivery.

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About L'Oréal

L'Oréal has devoted itself to beauty for over 100 years. With its unique international portfolio of 36 diverse and complementary brands, the Group generated sales amounting to 29.87 billion euros in 2019 and employs 88,000 people worldwide. As the world's leading beauty company, L'Oréal is present across all distribution networks: mass market, department stores, pharmacies and drugstores, hair salons, travel retail, branded retail and e-commerce.

Research and innovation, and a dedicated research team of 4,100 people, are at the core of L'Oréal's strategy, working to meet beauty aspirations all over the world. L'Oréal sets out ambitious sustainable development goals across the Group for 2030 and aims to empower its ecosystem for a more inclusive and sustainable society.

More information: <https://mediaroom.loreal.com/>

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