

CES 2021

Jan 2021

Presenting

L'Oréal Water Saver by Gjosa

Haircare Technology

For the salon and home



L'ORÉAL × gjosa

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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 Kérastase 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 will be available in select salons in Paris starting February 2021; 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.

L'Oréal Deputy CEO Endorsement



Nicolas HIERONIMUS • 2nd

Deputy Chief Executive Officer, in charge of Divisions at L'Oréal
4d • 🌐



When technology and sustainability meet, beautiful things can happen. I'm proud to share our latest innovation – the **L'Oréal Water Saver**, developed with environmental innovation company **Gjosa SA** and unveiled this week at **#CES2021**. In line with our ambitious **L'Oréal For the Future** goals, we have revolutionized the hair washing experience – by making this beauty ritual more personal, more luxurious and better for the planet, reducing water usage by 80%.

At **L'Oréal**, we believe it is our responsibility to innovate while respecting the earth's natural resources. Every drop of water is precious, and our new technology makes every drop count. **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.

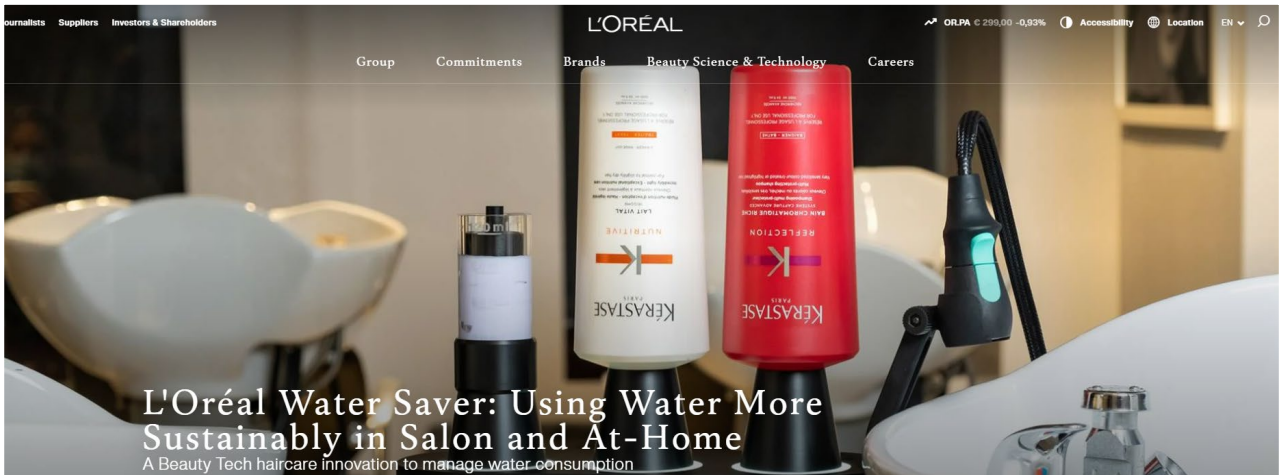
Thank you to all the teams who have made this project a reality. This is the product of a great sensibility for growing while preserving our planet and ecosystems, creativity in thinking beyond the expected and collaboration across teams, industries and companies.

#lorealforthe future #innovation #sustainable #weareloreal #purpose #consumers



945 • 17 comments • 14,367 Views

L'Oréal Website

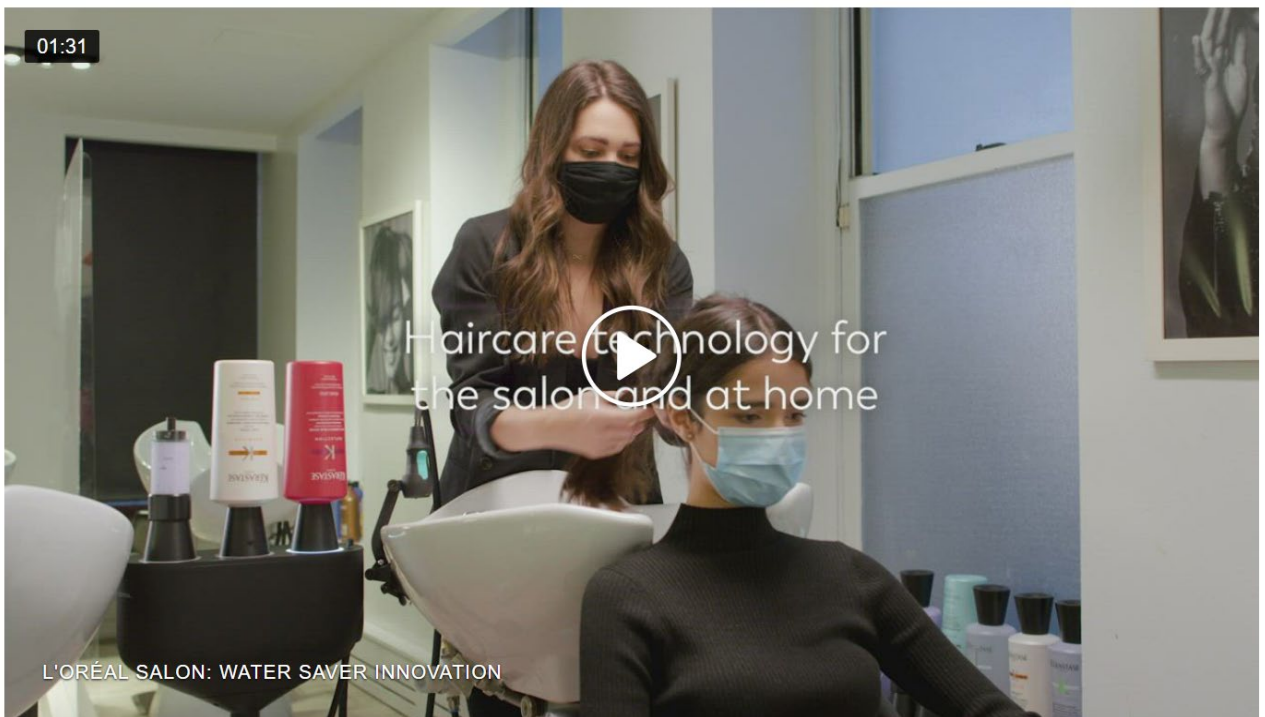


Articles / Science and Technology / L'Oréal Water Saver: Using Water More Sustainably in Salon and At-Home

To provide an environmentally responsible and unique salon and at-home experiences, L'Oréal and Gjosa have teamed up to create Water Saver, a new technology that makes sustainable water use available to everyone.

How can we use water in a sustainable way and preserve this vital and precious resource? L'Oréal is committed to reducing the water consumption of its activities but also to helping its partners to do so. Sustainable Water Saver haircare technology, which was unveiled at the CES 2021 tech show is part of the answer: it proves what Beauty Tech can do for the environment, and especially for sustainable water use.

Introducing Water Saver



L'Oréal Website



Tech to reduce water consumption

To reinvent the hair washing and rinsing experience, Water Saver combines a micronization technology with a showerhead cartridge containing haircare products designed by Kérastase and L'Oréal Professionnel to **cut water usage by 80%**. To take the salon experience even further, we combined this technology with the professional hair expertise of Kérastase and L'Oréal Professionnel.

Thanks to the patented Cloud Cleansing approach, micronized haircare formulas specially designed for Water Saver by Kérastase and L'Oréal Professionnel are infused directly in the water stream, promoting better product distribution and absorption, as well as improved efficiency.

The result is a **showerhead that divides the flow of water to create 10 times smaller droplets**. Then, they are accelerated for faster and more effective rinsing. Water Saver only uses two liters of water per minute compared to the eight liters consumed by a standard showerhead, cutting water use by 80% compared to standard rinsing while simultaneously improving the customer experience.

The system also features a data dashboard that allows salon professionals to monitor their water and energy consumption and savings.



"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"

Nicolas Hieronimus, Deputy CEO of L'Oréal Group

A partnership based on sustainable innovation

To imagine and realize this Beauty Tech innovation, the L'Oréal Technology Incubator joined forces with [Gjosa](#), a Swiss environmental innovation company. Gjosa has developed a unique water micronization technology inspired by the way rocket engines work.

"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."

Amin Abdulla, Co-founder of Gjosa

L'Oréal Platform



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L'Oréal Water Saver: Sustainable Haircare Technology from the L'Oréal Technology Incubator x Gjosa

127,672 views • Jan 11, 2021

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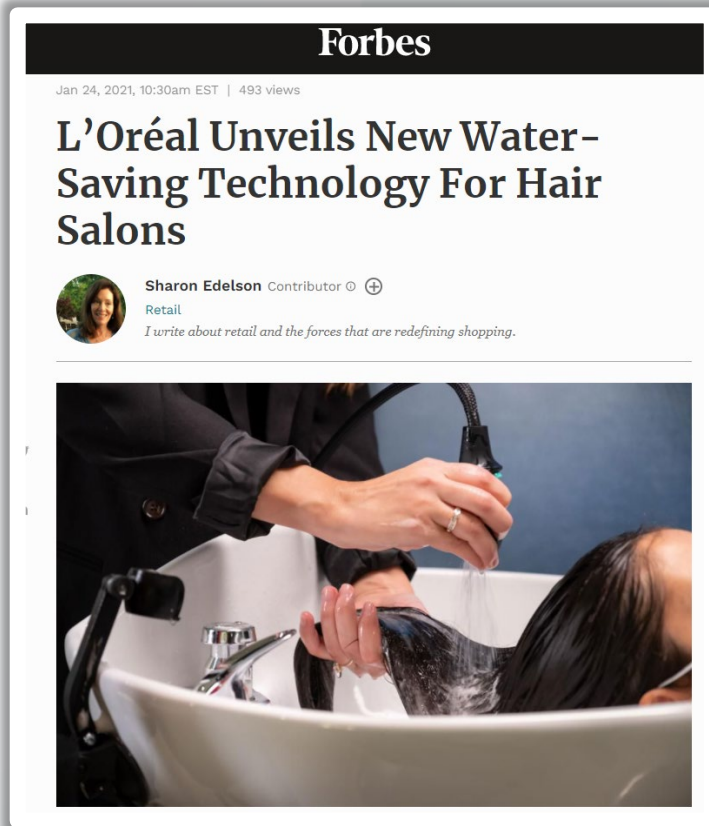
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Created through a partnership between the L'Oréal Technology Incubator and the Swiss environmental innovation company Gjosa, L'Oréal Water Saver is a first-of-its kind sustainable haircare system that incorporates the #1 beauty company's century-long legacy of formulation expertise with Gjosa's core water-optimizing technology. The technology applies the principle of fractioning used in rocket engines to water flows, reducing their size and accelerating their speed.

Launched at CES 2021, the L'Oreal Water Saver system transforms the traditional hair-washing experience by combining high-powered water-optimizing technology with specially designed haircare products from L'Oréal Professionnel and Kérastase that flow directly into the water stream. With a water reduction of up to 80%, L'Oréal Water Saver represents a new way to wash and care for your hair: one that saves water while improving upon luxury and efficiency through advanced technology.

Press Visibility



c|net | Health and Wellness

L'Oréal Water Saver

Water-saving tech for salons and at home



This story is part of [CES](#), where our editors will bring you the latest news and the hottest gadgets of the entirely virtual CES 2021.

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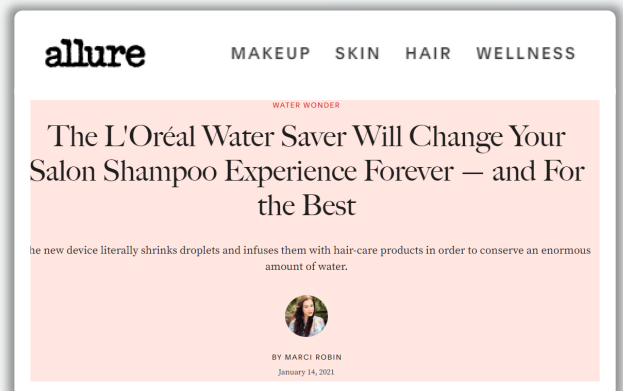
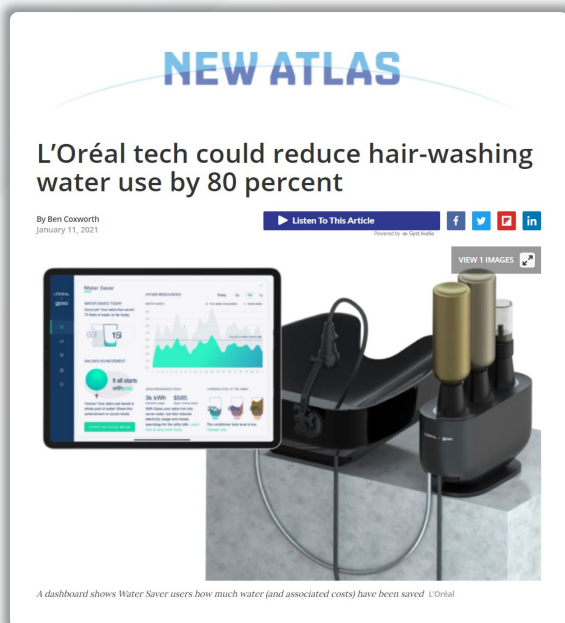
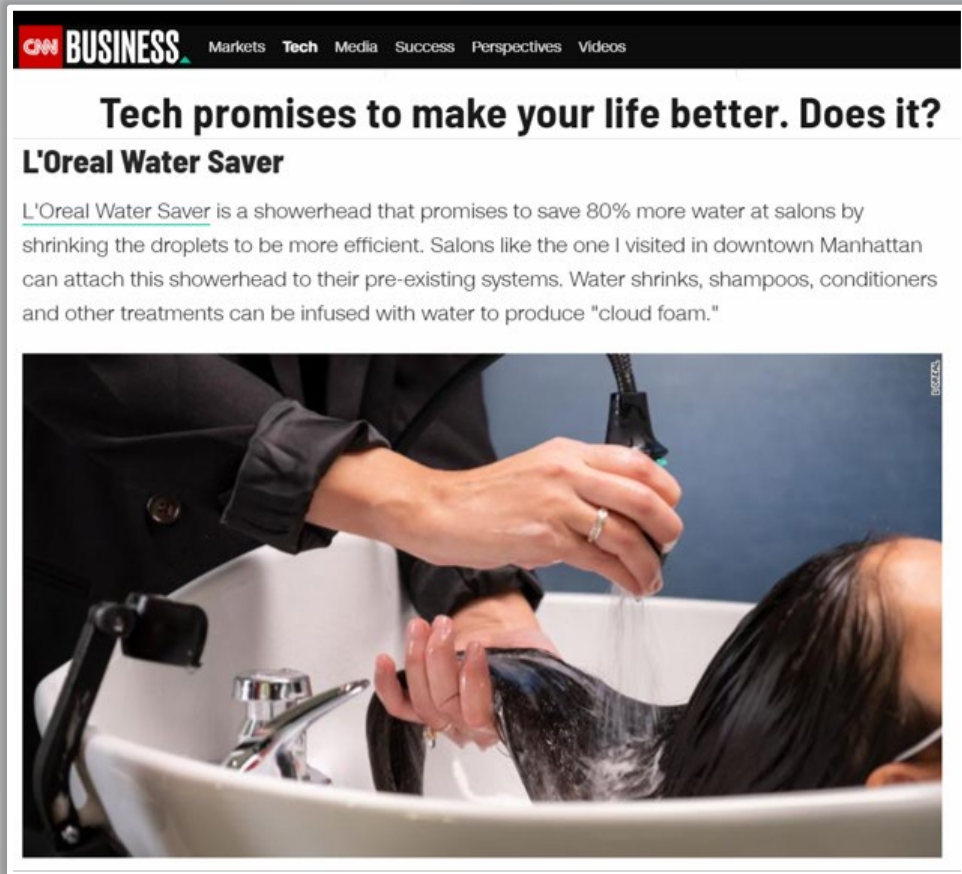
L'Oreal Wants to Save the Planet by Changing How We Wash Our Hair

Victoria Song
9/10/21 9:00AM




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L'Oréal Water Saver Debuts At CES 2021

The sustainable haircare system, developed with environmental innovation company Gjosa, reduces water usage by up to 80%. The system is ...



 Premium beauty

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Using Gjosa's core water-optimizing technology that applies the principle of fractioning used in rocket engines to water flows, water droplets ...




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A Swiss innovation company that believes in technology as a force for good.



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Nicolas HIERONIMUS · 1st
Deputy Chief Executive Officer, in charg...
8h

I am very proud to have partnered with Gjosa to create L'Oreal Water saver, which will hopefully equip the hairsalons of the future, and many households. Let's create the Beauty that movess the world!




Like ·    7 | Reply



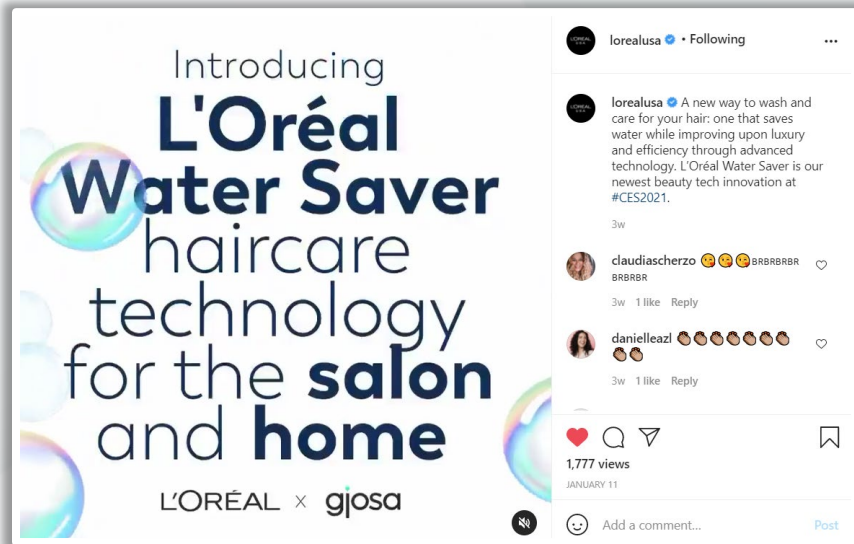
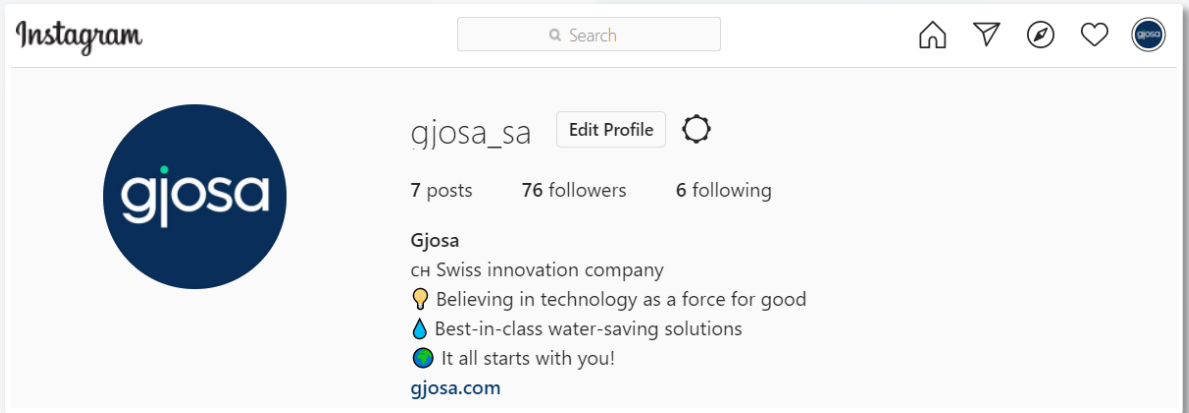
Guive Balooch · 2nd
Global Vice President of L'Oreal Technology Incubator
3w · Edited · 

So excited to announce our new tech launches at CES tackling sustainability and personalization, L'Oreal Water Saver by Gjosa and Perso Rouge Sur Mesure by YSL beauty

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Instagram Insights



"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.**"


Nicolas Hieronimus
Deputy CEO, L'Oréal Group

"This breakthrough technology shows just why we are so committed, and excited, by sustainable innovations."

Laurent Attal
Executive Vice-President
Research & Innovation at L'Oréal.

"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"

Guive Balooch
Head of the L'Oréal Technology Incubator



L'Oréal Coverage Report CES Top Hits 2021

L'Oréal Unveils L'Oréal Water Saver, Sustainable Haircare Technology for the Salon and Home, at CES 2021

CLICHY, France, Jan. 11, 2021 /PRNewswire/ -- 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.

Courtesy of L'Oréal

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- o 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.

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Bespoke beauty formulations may sound like the stuff of science fiction, but if L'Oréal has things its way, it will soon become fact.

The reason: technologies people use to care for their appearance from the comfort of their home are crucial to the company's direct-to-consumer ambitions. That's according to Guive Balooch, the global vp running L'Oréal's technology hub. While at-home beauty technology lacks the touch and expertise of a professional, it also opens an avenue for brands to create a direct relationship with the consumer, he said.

"More people are looking for services at home that combine digital but really deliver on the performance," said Balooch. "People have realized they can get more than they originally anticipated from their at-home settings."

Indeed, L'Oréal will launch two at-home beauty technologies in 2021. Normally, the tech incubator team launches one product a year.

The first is the L'Oréal Water Saver device for eco-friendly hair washing. The second is the "Perso" smart device that creates custom formulas for lipstick, foundation and skin care variants that users can also try virtually via an accompanying app.

"The app lets people see trends in real-time not only from influencers but also people who could become them should they come up with a popular shade," said Balooch. "We hope the product, along with the app, acts as a lever to get people to be able to create and share their favorite shade and makeup with people from different cultures around the world."

Eventually, L'Oréal wants to create a platform of sorts based on what users' favorite influencers wear. As Balooch explained: "Ultimately, it's a social community that can help people try trends without having to buy a product every time they see one they think they like without having to buy loads of them."

In other words, it's a good way to drive recurring purchases for companies like L'Oréal. It expects 50% of its sales to come from online channels by 2023. For context, it took L'Oréal a decade to get to the point where 25% of its sales were made online.

For example, L'Oréal recently announced Water Saver was actually originally designed to reduce water waste at salons; in

conjunction, the business also introduced the at-home variant with the same tech. A few years ago, the at-home piece probably wouldn't have been part of the equation.

At-home tech, however, isn't always a slam dunk, so brands have to be keenly aware of the marketplace and be agile when it comes to what they are providing.



A shower head that makes washing your hair easier and more sustainable



Sustainability and simplification seem to be top of mind for 2021's beauty tech, and L'Oréal's new shower head is a prime example. It's designed to be used both at home and in salons to cut water usage down by 80 percent. Eventually, the device (which will launch this spring) will be outfitted to dispense shampoo and conditioner right alongside its water flow.

A device that makes it easier than ever to find the right lipstick shade



Beauty devices are clearly having a major moment (See: The Opulus, which launched earlier this year, plus all of the even newer examples above), and YSL is getting in on the game with the Yves Saint Laurent Rouge Sur Mesure Powered by Perso. It's outfitted with three different lipstick shades, and pairs with an app on the phone so that you can mix and match the colors to achieve exactly the lip tint your looking for. The device—which was first announced at last year's CES event—will be available to consumers this spring for \$299.

The Best New Technology At The Consumer Electronics Show 2021

8

Best New Sustainable Tech: L'Oreal Water Saver



L'OREAL

One can argue that one of the best feelings in the world is having your hairstylist wash and massage all the gunk out of your hair at your routine hair appointment. L'Oreal knows this so they've taken a step to preserve that oh-so-good feeling, while making it a little more sustainable. In partnership with Kérastase, the L'Oreal Water Saver reduces water usage in salon sinks by up to 80 percent, but don't worry you won't notice. The pressure still feels the same, but you'll be using two liters of water per minute compared to the usual eight liters. Right now the equipment is just rolling out in salons, but L'Oreal plans to drop an at-home shower version at a later date.

14

Best New Beauty Tech: Yves Saint Laurent Rouge Sur Mesure



YVES SAINT LAURENT

Yves Saint Laurent has finally found the solution to your messy drawer of lipsticks. Brace yourself because this is a wild one. The Rouge Sur Mesure is lip color on demand. The tool features cartridges of lip stick shades that can be mixed to achieve any custom color simply using an app, and for those who always have trouble finding a shade that matches their top or purse, you can just snap of picture of what you're trying to color coordinate with and the app will create a shade that matches it. The best part: It's the same size as an average lipstick.

Most tech products aren't exactly environmentally friendly. From [electric vehicles](#) to [smartwatches](#), the majority of these products are resource-heavy, requiring precious metals like cobalt for batteries or plastic for parts and packaging.

So it's refreshing to see a handful of devices at this year's CES tech conference that are trying to mitigate their environmental impact, even if it's just to reduce water and energy use.

This haircare washing system works for a salon, but can also be used at home.

With most salons shutdown until the pandemic subsides, L'Oréal's home setup can almost mimic the real thing. The washing system is a partnership between the beauty company's tech incubator and Swiss water-saving tech company [Gjosa](#).

The way the water comes out of its spigot is supposed to be more effective at rinsing out shampoos and conditioners. Compared to a standard hair wash, this system claims to use 80 percent less water — without sacrificing flow and pressure — at a rate of two liters of water per minute (compared to eight liters in most homes).

The water can also be infused with a "micronized haircare product," which means the hair product particles are essentially shrunk down and put into the water droplets. This process creates small droplets which can then be absorbed by hair faster and require less rinsing.

Select salons in New York are already using L'Oréal's washing system, with more arriving in Paris next month. A bigger rollout will continue into 2022.



MarketingWeek

L'Oréal on why it pays to speed up innovation in times of crisis

"From day one we didn't want to just jump on a tech trend. We wanted to make sure what we were doing was solving real problems."

Guive Balooch, L'Oréal

Despite the pressures of the Covid-19 crisis, Guive Balooch, global vice-president of L'Oréal's technology incubator, is a firm believer that brands should resist the urge to cut their investment in innovation.

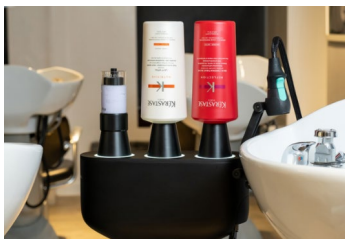
In fact, it is during the most challenging times that companies should ramp up their focus on developing new services, he argues. Not only has the crisis put into perspective the way people want to live their lives going forward, but Balooch believes it has made customers more demanding when it comes to brand experiences.

"There's so much room to innovate for people who want more exciting services at home, but also when they go back to professional areas, like doctors' offices or salons, they're going to want an elevated experience," he says.

"They're going to be mindful about their environment because we're in this very mindful state these days, so it creates even more of an importance for companies to continue to invest in innovation. Some companies can do that, others can't. I'm lucky that I'm part of one that believes we should increase our speed to get innovations on the market during the most difficult times."

He points to the fact L'Oréal, where he has worked for almost 15 years, was founded by entrepreneur and pharmacist Eugène Schueller in 1909 and has fostered a culture of innovation ever since. The research team at L'Oréal, for example, is known as R&I (research and innovation) rather than R&D.

This focus on sustainability has come to fruition with L'Oréal's latest innovation, a personalised water optimisation haircare device unveiled at the 2021 Consumer Electronics Show (CES).



The haircare system, developed in collaboration with environmental innovation company Gjosa, applies the principle of 'fractioning' water, which is used in rocket engines. The water droplets collide and in doing so become smaller than normal, thus accelerating their speed.

Micronised shampoo, conditioner and treatment formulas can be applied to the user via the water stream coursing through the device. As the fractioning technology creates droplets that are 10 times smaller, it means the shampoo and conditioner can be absorbed better and faster rinsing.

The Water Saver is now in several salons in New York and will be launched into a number of Parisian hairdressers in February, as part of a wider rollout running into 2022. If L'Oréal can get the device into 10,000 salons, it estimates 3.7 billion litres of water could be saved every year.



L'Oréal unveils the latest in sustainable haircare

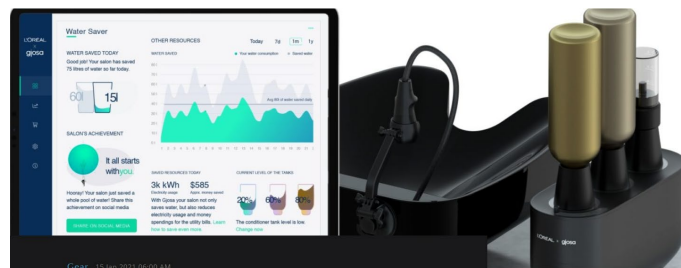
It's time we looked towards a sustainable haircare system.

Reduce water consumption during hair washing while enhancing the effectiveness of hair care: that's the claim being made by beauty giant L'Oréal with its Water Saver, a technology developed with Swiss start-up Gjosa. Presented at the virtual 2021 Consumer Electronics Show (CES), the innovation, which has already been used in select hair salons in the US will soon head to France, followed by a global rollout.

Over-consumption of water is a major environmental issue, and while many surveys have shown that the inhabitants of several countries are trying to cut their water waste on a daily basis, people are now turning their attention to new technologies to respond to the urgency of the situation. At CES 2021, which started on Monday, January 11, L'Oréal presented a new green technology, called L'Oréal Water Saver, designed to reduce water consumption by nearly 80% when washing hair.

"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. 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," explained Nicolas Hieronimus, Deputy CEO, L'Oréal Group.

Developed by L'Oréal's Tech Incubator, in collaboration with Gjosa, this technology promises to not only make it possible to considerably reduce water consumption — by up to 80% — but also to reinvent the application of hair care products. The "high-powered water-optimizing technology" was directly combined with specially designed L'Oréal Professionnel and Kérastase products that flow directly into the water stream.



The technology, which applies the principle of fractioning used in rocket engines to water flows means that "[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," says the cosmetics giant. This would allow, among other things, to use only two litres of water per minute, compared to an average of eight litres per minute for a home shampoo at present.

Already available in a selection of salons in New York, L'Oréal Water Saver will arrive in some Parisian salons next February, before being deployed internationally between 2021 and 2022. Professionals should also benefit from a dashboard providing data on savings in water and energy consumption, and a history of the treatments used. Individuals won't be left out since L'Oréal has announced that an at-home shower device "will be launched at a later date."

Mass personalization and making meaningful impact in saving water have been among the dreams of beauty and personal-care brands for years, even decades. Now L'Oréal is getting a lot closer to making inroads on both fronts, thanks to two new products the world's biggest beauty company is showcasing via the virtual CES.

In March, L'Oréal will launch Yves Saint Laurent Rouge Sur Mesure Powered by Perso, a \$299 device that will let anyone mix virtually any shade of lipstick at home. The company also has joined Swiss environmental innovation company Gjosa to launch a pilot of L'Oréal Water Saver, a device that dispenses water, shampoo, conditioner and other hair treatments that can reduce water usage by 80%. If it were installed in 10,000 salon backbars, the device could save a billion gallons of water annually, says Guive Balooch, global vice president of the L'Oréal Technology Incubator.



THE WHAT? L'Oréal has unveiled its new L'Oréal Water Saver sustainable hair care system at CES 2021, which is targeted at both the salon and at-home haircare markets.

THE DETAILS Created in partnership with environmental innovation company Gjosa, the system offers a new way to wash hair while reducing water waste by up to 80 percent. An at-home shower device will launch at a later date.

According to a press release, the system combines 'high-powered water-optimizing technology with specially designed haircare products from L'Oréal Professionnel and Kérastase that flow directly into the water stream.'

Using 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 is then said to reduce 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."



The system, which also includes Cloud Cleansing, a new haircare experience, as well as data dashboard and impact reporting, is currently available in select L'Oréal stores in New York, and is set for a global rollout during 2021 and 2022.

THE WHY? Ticking both the sustainability and tech-innovation boxes, L'Oréal is covering all bases with its target audience for the Water Saver system, with the at-home haircare market booming due to the ongoing lockdown measures as a result of the pandemic.

Nicolas Hieronimus, Deputy CEO, L'Oréal Group, said, "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.

"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."



TWICE, Residential Systems & TechRadar Pro Announce Picks Awards Winners For CES 2021



TWICE, Residential Systems and TechRadar Pro are proud to announce the winners of this year's Picks Award, the brands' annual program honoring the best and most influential consumer technology at CES 2021.

The staff selected winners based on the impact they're expected to have on the Consumer Electronic and Retail industries.

TWICE Picks Awards Winners

- 1MORE SoundDuo
- 1MORE Comfobuds Pro
- Acer Chromebook Spin 514 (CP514-1H/ CP514-HH)
- Acer Predator Triton 300 SE (PT314-51s)
- Acer Nitro 5 (AN515-45 / AN517-41)
- Aeris Health aair 3-in-1 Pro
- AirPop Active+, the World's First Smart Air Wearable
- Alarm.com Touchless Video Doorbell
- The Alarm.com Flex IO™
- Samsung Smart Monitor
- Arlo Essential Indoor Camera
- Audeze Penrose
- BEKO 28" Stainless Steel Upright Freezer
- BenjiLock – Fingerprint Bike Lock
- Bisu Body Coach
- Canon EOS R6
- Elite Screens Aeon CLR® 2
- Lightcircle of Norway Isfjäll, the power iceberg
- L'Oréal Water Saver
- DEEBOT OZMO T8
- Essence JOLI360



El Nuevo Dia January 13th Issue

30/ NEGOCIOS

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L'Oréal presenta sistema para lavarse el cabello con 80% menos agua

● La multinacional apuesta a la tecnología para promover salones de belleza más sostenibles y el uso eficiente de los recursos

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En el contexto de la feria Consumer Electronics Show (CES), la multinacional L'Oréal presentó ayer un sistema que promete gastar 80% menos agua sin menoscabar de lavado de cabello que muchas personas están acostumbradas a disfrutar cuando visitan el salón de belleza.

Se trata de L'Oréal Water Saver, que integra tecnología desarrollada por la empresa emergente Gjosa, que con una fracción del volumen de agua y tiempo de remoción de producto permite un lavado "con la misma velocidad, impacto en presión y la sensación que el consumidor recibe en su cabello", explicó a *Negocios* el jefe de la incubadora de tecnología de L'Oréal, Guive Balooch.

"Además, como las gotas son más pequeñas logramos que se mezclen mejor con la fórmula y haya una mejor aplicación de producto al cabello", agregó. "Cuando vimos que tenían esta tecnología, nos dijimos 'tenemos que desarrollar algo con ellos'".

Balooch indicó que el sistema beneficia al salón no solo en menos consumo de agua y uso eficiente de productos como champú, acondicionadores o tratamientos, sino también en energía. Indicó que esto responde a que calentar agua representa un tercio del costo energético de un salón típico.

Hasta la fecha, no hay un costo establecido para el sistema, que se está probando en un plan piloto en salones de belleza en Nueva York y París, con un lanzamiento más amplio proyectado para este mismo año. Sin embargo, Balooch estimó que buscarán establecer un precio para que los salones puedan recuperar la inversión en pocos meses.

El ejecutivo aclaró que por tratarse de "un esfuerzo de sostenibilidad" no prevén limitar la compatibilidad del sistema a fórmulas de las marcas bajo la sombrilla de



El L'Oréal Water Saver, es un sistema de cuidado del cabello sostenible que representa una nueva forma de lavar y cuidar el cabello, ahorrando hasta un 80% de agua.

LA CIFRA

A LA CARTA

\$299

Precio del dispositivo de YSL que permite crear miles de tonalidades personalizadas de lápiz labial.



Prototipo del Cadillac volador develado ayer por General Motors en el Consumer Electronics Show.

"In addition, as the drops are smaller, we are able to mix better with the formula and have a better application of the product to the hair," he added. "When we saw that they had this technology, we said to ourselves 'we have to develop something with them.'"

The L'Oréal Water Saver integrates technology developed by Gjosa, which with a fraction of the volume of water and product removal time allows a wash "with the same speed, pressure impact and sensation as the consumer gets it in their hair salon," said the head of L'Oréal's Technology Incubator, Guive Balooch to *El Nuevo Dia* business section.

The executive clarified that because it is "a sustainability effort" they do not foresee limiting the compatibility of the system to formulas of the brands under the L'Oréal umbrella, "but we do believe that we have the best technology" and they will continue to improve the formulations to ensure more effective mixes that provide incremental benefits to salon users and, later, home users.

This responds to the fact that L'Oréal plans to commercialize a model for domestic use once the pilot project is completed in the salons and they have more information about the adoption of the system.

CES Liveblog: Laptops, Robovacs, and Lab-Grown Breast Milk

WELCOME TO OUR [CES 2021](#) liveblog! The WIRED crew isn't in Las Vegas this year; the show was moved online due to the ongoing Covid-19 pandemic. But even a global health emergency can't stop the march of consumer technology. There are still plenty of gadgets, apps, electric vehicles, smart-home appliances, brain-training headsets, and Alexa-powered workout gear to tell you about. This liveblog is the place where we'll report all of our findings. We'll have videos, photos, written dispatches, and, of course, more than a few lulz.

L'Oreal Wants to Help You Save Water

L'Oreal's quest to "build beautiful products," as its technology incubator vice president Guive Balooch told us, extends beyond traditional beauty tech. It's bringing the design philosophy to a sustainability-focused shower head, too.

The Water Saver sprung from a partnership with the environmental company Gjosa, and has versions for salon and home use. It uses a technique called "fractioning" that forces water droplets to collide and reduce in size, while simultaneously accelerating their speed. This uses less water—80 percent, L'Oreal says—without skimping on pressure. The end result is similar to the [Nebia by Moen showerhead](#).



The salon version includes a hair product infusion device that can send products like shampoo, conditioners, and oils directly into the water stream, allowing for a more even distribution of product and easier rinsing. (We're particularly excited about a better wash without overloading our hair with drying shampoos.) It won't require a major installation either.

The home shower head will not include the infusion device at launch, which is still about 18 months away, but it is sleekly designed. It looks more like a fancy shower upgrade than a piece of water-saving tech. Both versions will provide information on how much water they save each day.

CES 2021: L'Oréal looks to green tech to reinvent haircare

Reduce water consumption during hairwashing while enhancing the effectiveness of hair care: that's the claim being made by beauty giant L'Oréal with its Water Saver, a technology developed with Swiss start-up Gjosa. Presented at the virtual 2021 Consumer Electronics Show (CES), the innovation, which has already been used in select hair salons in the US will soon head to France, followed by a global rollout.

Over-consumption of water is a major environmental issue, and while many surveys have shown that the inhabitants of several countries are trying to cut their water waste on a daily basis, people are now turning their attention to new technologies to respond to the urgency of the situation. At CES 2021, which started on Monday January 11, L'Oréal presented a new green technology, called L'Oréal Water Saver, designed to reduce water consumption by nearly 80% when washing hair.

"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. 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," explained Nicolas Hieronimus, Deputy CEO, L'Oréal Group.

Developed by L'Oréal's Tech Incubator, in collaboration with Gjosa, this technology promises to not only make it possible to considerably reduce water consumption -- by up to 80% -- but also to reinvent the application of hair care products. The "high-powered water-optimizing technology" was directly combined with specially designed L'Oréal Professionnel and Kérastase products that flow directly into the water stream.

The technology, which applies the principle of fractioning used in rocket engines to water flows means that "[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," says the cosmetics giant. This would allow, among other things, to use only two liters of water per minute, compared to an average of eight liters per minute for a home shampoo at present.

Already available in a selection of salons in New York, L'Oréal Water Saver will arrive in some Parisian salons next February, before being deployed internationally between 2021 and 2022. Professionals should also benefit from a dashboard providing data on savings in water and energy consumption, and a history of the treatments used. Individuals won't be left out since L'Oréal has announced that an at-home shower device "will be launched at a later date."





L'Oréal's Perso Custom Lipstick to Land at YSL

L'Oréal revealed what it believed was a game-changer for personalized makeup **last year** with Perso, a small device that creates customizable lipstick or foundation on demand. During this year's virtual CES tech conference on Monday, the company revealed that it's ready to make the concept a reality with its first launch at Yves Saint Laurent.

The brand will be the first to launch the lipstick version this spring under the Rouge Sur Mesure moniker. Limited pre-orders will begin today, with first shipments rolling out in March through April. It doesn't include the hair-care treatments.

The mechanized, app-controlled device is a small, highly pocketable unit loaded with color cartridges that can be blended into different shades of the **YSL** Velvet Cream Matte Finish.

Born out of the L'Oréal **Technology** Incubator, the Perso system behind Rouge Sur Mesure consists of an app and a connected hardware device loaded with color cartridges.

"The app allows you to see all the trends either curated by the brands or through your own social network [within the app]," Guive Balooch, global vice president of L'Oréal's incubator, told WWD. "You can see lipstick trends and try on a trend virtually with augmented reality."

The initial wave of direct-to-consumer orders will go out in limited supply across the U.S., with a global launch following in September via in-store and online availability.

In other company news, the beauty giant is also introducing the L'Oréal Water Saver, a sustainability collaboration with Swiss environmental tech company Gjosa.

Oriented to bring water and energy conservation to the salon setting, the Water Saver is a hair care system that can pipe a customizable blend of L'Oréal and Kerastase products — such as conditioner, shampoo and other treatments — into a water stream that's reduced by 80 percent.

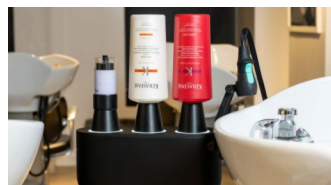
As Balooch explained it, Gjosa developed technology that shrinks the size of water droplets themselves, so there's no discernible sacrifice in water pressure.

It's a fully connected system that hooks into the back bar of the salon, he added, and it comes with reporting tools. It can record customized treatments for the client files, as well as reports for salon owners on how much water and energy they're saving.

The company developed an at-home showerhead version that similarly promises to save water without undercutting the pressure. This model is likely more than a year away from launch.

According to Balooch, L'Oréal Water Saver fits into the company's key values, which espouse inclusivity, performance and sustainability.

"It's beauty tech for a better world," he said.



At CES, L'Oréal **has announced its new sustainable hair care system for salon use.**

Through a partnership with L'Oreal's Technology Incubator and Swiss environmental innovation company Gjosa, the **L'Oréal Water Saver** looks to reduce water usage by up to 80% by combining high-powered water-optimizing technology with specially designed hair care products that flow directly into the water stream. The technology ensures every drop of water is used while making shampoos, conditioners and other treatments easier to rinse.

The platform is said to use two liters per minute compared to the household standard eight liters, with no detectable difference in pressure. Specially designed, micronized hair care formulas are infused directly into the water stream.

The L'Oréal Water Saver is available now in select L'Oréal salons in New York and Paris. A global rollout will take place throughout the next two years, according to the company.

The beauty company contends it will be available for home use in future as well.

Following up on Perso, the AI-powered at-home color cosmetics system introduced at **CES 2020**, L'Oréal has introduced Yves Saint Laurent Rouge Sur Mesure Powered by Perso, billed as first-of-its kind at-home device for personalized lipsticks. The AI device uses color cartridge sets from YSL create thousands of bespoke shades of YSL's Velvet Cream Matte Finish lipstick. It is available for pre-sale in limited quantities on the brand's website for early spring delivery.



L'Oréal Water Saver

The L'Oréal Water Saver is a sustainable hair care system for the salon and at-home beauty routine, developed with environmental innovation company Gjosa.

The system reduces water usage by up to 80%. It uses two liters of water per minutes, compared to the standard eight liters. It also creates droplets that are 10 times smaller, for better absorption and faster rinsing.

The L'Oréal Water Saver is available in L'Oréal salons in New York and will be available in select salons in Paris starting in February 2021, with a global rollout spanning 2021 and 2022.

"We believe it is our responsibility at L'Oréal to do our part to preserve the earth's natural resources," said Nicolas Hieronimus, Deputy CEO, L'Oréal Group. "Every drop of water is precious, and our new technology makes every drop of water count. 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."

"Our work at the L'Oréal Technology Incubator for the past decade has been committed to merging beauty with technology," said Guive Balooch, Head of the L'Oréal Technology Incubator. "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."



L'Oréal Unveils L'Oréal Water Saver, Sustainable Haircare Technology for the Salon and Home, at CES 2021

CLICHY, France, Jan. 11, 2021 /PRNewswire/ -- 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 Kérastase 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.



"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 is one of the newest beauty innovations that's been unveiled at CES 2021 and it takes the form of a sustainable haircare system for salons and homes alike. Created with environmental innovation company Gjosa, the system is designed to boost the experience of washing hair, all the while saving water in the process.

The system is designed to reduce water usage by up to 80% thanks to high-powered water-optimizing technology with specially designed haircare products. With the system, L'Oréal is introducing Patented Cloud Cleansing for a brand-new haircare experience. These specially designed, micronized haircare formulas are infused into the water stream so that droplets are smaller, readily absorbed and quick to rinse out.



L'ORÉAL × gjosa

