

NEWS RELEASE L'ORÉAL – JUNE 2020

At L'Oréal, water, as an essential component in creating and using our products, is central to our business. Our ability to operate effectively and meet all the needs of our consumers depends on sustainable water access, management and conservation. That is why L'Oréal has committed for years to ensure contribution to high water quality and sustainable water quantity across all its value chain, and throughout the watersheds and communities we serve and operate in. Product innovation will play a vital role in our efforts to conserve this valuable resource.

The L'Oréal-Gjosa Partnership



We need water - a fundamental element of all life on Earth and a global strategic issue - for cosmetic products, especially hygiene products, with the largest amount needed being during the use phase. Water consumption, due to the energy needed to heat it, is also a major contributor to greenhouse gas emissions. Reducing the quantity of water needed to use cosmetic products will help address two objectives: fighting climate change and adapting to it.

To do this, L'Oréal partnered with Gjosa to develop a technology allowing them to rinse shampoo with just 1.5 liters of water, instead of the usual 8 liters.

The start-up Gjosa developed a low-flow showerhead (2 liters of water/minute) which breaks up the flow of water while accelerating the speed of the droplets, so that the rinse is still as effective as a classical showerhead. To optimize the process, L'Oréal scientists developed easier-to-rinse shampoos applied directly through the showerhead. Certain parameters were adjusted under real conditions of use, to ensure the right rinse and contribute to reducing energy consumption and water use by almost 70%.

Prototypes of the new showerhead have been tested in L'Oréal's laboratories as well as several hair salons in South Africa and in the USA.

L'Oréal and Gjosa have strengthened their partnership at the end of 2019 in order to develop a first industrial version of the showerhead, to be tested in real life. We aim to deploy this new technology in professional hair salons across the globe, to help reduce hairdressers' water consumption and CO2 emissions.

<https://www.loreal.com/en/commitments-and-responsibilities/for-the-planet/managing-water-sustainably/>