

PRESS RELEASE

L'ORÉAL

A U S T R I A • G E R M A N Y

Tech for Good: L'Oréal is a guest at this year's GREENTECH FESTIVAL and presents its innovative L'Oréal Water Saver for the first time in Europe

Düsseldorf, June 8th, 2021 – Sustainability meets beauty tech: L'Oréal is for the first time an exhibitor at the GREENTECH FESTIVAL, which takes place from June 16 to 18 digitally and in Berlin. The sustainability conference provides information about innovative green technologies for a sustainable future. As part of this, L'Oréal invites guests on-site and virtually to the European presentation of its L'Oréal Water Saver, which was first presented at CES in Las Vegas in January 2021.

We are living in times of profound changes, which influence our daily lives – and the way we consume. Two very important game changers – also affecting the beauty business – are the digital transformation and the increasing importance of sustainability. *“At L'Oréal, we are not only the perceiver of these shifts. It was always crucial to question the existing and challenge ourselves to shape a new, better and more sustainable future, increasingly with the help of technologic achievements made in the area of Beauty Tech”,* says **Wioletta Rosolowska, Country General Manager L'Oréal Austria Germany.**

L'Oréal's ambition is to augment its century long science with cutting-edge technologies to enable a future where beauty is ever more inclusive, with products and services are ever more responsible and transparent, and while transforming into an ever more nimble company. The L'Oréal Water Saver - a hair care technology for salons and at home - is the latest sustainable beauty tech innovation from L'Oréal for the professional products division. Developed with Swiss start-up Gjosa, the device revolutionizes hair washing by reducing water consumption by up to 80% while improving the experience and effectiveness of hair care.

In addition to the European premiere of the L'Oréal Water Saver, Guive Balooch, Global Vice President L'Oréal Technology Incubator, will be a guest at the GREENTECH FESTIVAL. He has been responsible for the development of numerous L'Oréal beauty tech innovations such as the L'Oréal Water Saver as well as [Perso](#). **On June 17th, Guive Balooch will speak about personalization, precision, and the future of beauty and green tech on the main stage of the festival.**

“L'Oréal has always had very strong beliefs about sustainability and innovation,” Guive Balooch says. *“We have to come up with technology that's good for the world and can make a difference to people's beauty routines and lifestyle. We're excited about bringing Water Saver to millions of people around the world and hope we can change the world for the better and give people a new experience.”*

Wioletta Rosolowska further declares: *“L'Oréal was born out of science and has shaped the future of beauty for over 100 years. **Today, innovation and sustainability are our core values based on which we want to create the beauty of the future. A future inspired by tech for good where our products are ever more responsible.** Therefore, we have set ourselves ambitious goals with our sustainability offensive “L'Oréal For The Future”. These goals can only be reached with the power of game-changing science, multiplied by technologies. The L'Oréal Water Saver is a unique example for the combination of tech and sustainability, and we are very proud to host its Europe-premiere in Berlin”.*

Under the motto #celebratechange, the GREENTECH FESTIVAL brings together entrepreneurs, leaders and activists from around the world to exchange ideas and inspire them with green future technologies for a sustainable lifestyle. As the first festival of its kind, the three-day hybrid event in Berlin and digital online formats combines the largest exhibition of green technologies to date, a conference featuring prominent thought leaders, and the presentation of the GREEN AWARDS. Tickets and more information are available here: <https://greentechfestival.com/tickets/>

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