

L'ORÉAL

L'ORÉAL WATER SAVER NAMED IN TIME 100 BEST INVENTIONS OF 2021

Clichy, 16 November 2021 - L'Oréal Water Saver has been named a top innovation of 2021 according to TIME. Developed in partnership with environmental innovation company Gjosa, the L'Oréal Water Saver is a unique showerhead that can reduce water consumption by as much as 65%. Equipping 100,000 salons with this technology can save up to 6.8 billion liters of water.

L'Oréal Water Saver was created to respond to the growing global water supply scarcity. The technology developed for use in salons was unveiled in January and is now being rolled out to salons in free pilots. The L'Oréal Water Saver system showerhead attaches to sinks and has three slots for shampoo, conditioner, and treatment, which are distributed directly into the water stream. The technology works by creating micro-ionized droplets which collide together in a highly pressurized stream, allowing for much lower use of water per wash.

"It is a great honor to be featured in TIME 100 Best Innovations with a product we strongly believe in: L'Oréal Water Saver. The intersection of technology and science are allowing us to innovate for the benefit of consumers and the planet. We are dedicated to continue this journey with many new innovations to come, creating new rituals while valuing the planet's precious resources," declared **Barbara Lavernos, L'Oréal Deputy Chief Executive Officer, in charge of Research, Innovation and Technology.**

"We are thrilled to launch our L'Oréal Water Saver with our partner Gjosa and being part of this year's TIME 100. With this technology we can show that it is possible to save 65% of water while not reducing the joy and efficiency of washing and rinsing hair which we believe will be the key to making a difference for our consumers and our planet," said **Guive Balooch, Global Head of Research and Innovation Tech Incubator.**

See TIME's list of 100 Best Inventions of 2021 here:
<https://time.com/collection/best-inventions-2021>

To know more about L'Oréal Water Saver, please visit:
<https://www.loreal.com/en/articles/science-and-technology/loreal-water-saver-the-new-sustainable-haircare-system>

About L'Oréal

L'Oréal has devoted itself to beauty for over 100 years. With its unique international portfolio of 35 diverse and complementary brands, the Group generated sales amounting to 27.99 billion euros in 2020 and employs 85,400 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 4,000 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 on <https://www.loreal.com/en/mediaroom>

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This press release may contain forecast information. While the Company believes that these statements are based on reasonable assumptions as of the date of publication of this press release, they are by nature subject to risks and uncertainties which may lead to a discrepancy between the actual figures and those indicated or suggested in these statements."

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