

L'ORÉAL  
PARIS



**BECAUSE  
OUR PLANET  
IS WORTH IT**

2023 SUSTAINABILITY REPORT

L'ORÉAL FOR THE FUTURE

# BECAUSE OUR PLANET IS WORTH IT

## WHAT'S AT STAKE?

Global warming and environmental changes may lead to the permanent degradation of human and natural habitats. Tackling these threats is our collective responsibility and big companies have their part to play. The L'Oréal for the Future programme relies on two complementary dimensions: transforming our company towards an increasingly sustainable business model and contributing to solving social and environmental challenges. At the 2015 UN Climate Change Conference (COP21) in Paris, we were among the first one hundred companies to join the Science-Based Targets initiative, which encourages businesses to align their path to decarbonisation with the goals of the Paris Agreement. Our overarching climate change objective is to align our greenhouse gas emissions with the efforts to limit warming to 1.5°C. As a major brand of the L'Oréal Group, L'Oréal Paris contributes directly to these achievements.

## WHAT IS OUR ROLE AS A LEADING GLOBAL BRAND?

We are the world's number one beauty brand, part of the world's leading beauty company. Our commitment to the planet is nothing new. Our stand for the cause of women has been part of our DNA since the brand was created. Thanks to this legacy, as a pioneer in every area of our industry, we can now go even further, bringing the best of “beauty for each”, through a just and equitable transition.

Building on the Group's strategy and objectives, we have established a ten-year plan (2020-2030) called "L'Oréal Paris for the Future - Because our planet is worth it", guided by ambitious goals and underpinned by our belief in women empowerment and the power of science.

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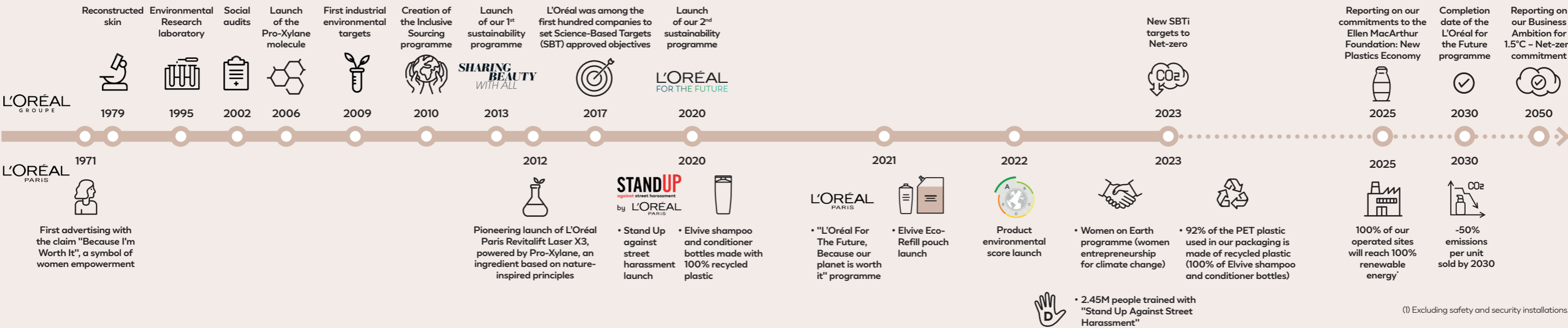
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## OUR SUSTAINABILITY MILESTONES



# WE BELONG TO A LINEAGE WHERE RESPONSIBILITY IS PART OF BEAUTY AND THE PILLAR OF ANY TRANSFORMATION



**DELPHINE VIGUIER-HOVASSE,**  
GLOBAL BRAND PRESIDENT OF L'ORÉAL PARIS

For over 50 years, we have been shaping a more sustainable, more equitable, more inclusive approach to beauty. In 1979, the L'Oréal Group began pioneering reconstructed skin as an alternative to avoid animal testing. In 1995, it opened its first laboratory for environmental research, followed by its first sustainability programme – a watershed for the business – in 2013, then a second in 2020, rallying all stakeholders and rising to the challenges facing the world as a true pioneer.

In 1971, L'Oréal Paris launched its iconic slogan “Because you're worth it”, ushering in a new era of empowerment and self-confidence for women. Fifty years later, in 2021, this slogan retained its full force in conveying the brand's ambition for the planet: the “L'Oréal for the Future, Because our Planet is Worth it” programme brings the brand into a new dimension of its history, an extension of its commitment to women and that of the Group for responsible beauty. This cry is not just a slogan but a commitment for the brand, the way we integrate sustainability at the heart of our products. This is the legacy we inherit and the lineage to which we belong. A lineage of committed individuals; products and brands that embody greater responsibility and transparency; with consumers and communities striving to create a fairer, more sustainable world. A lineage that compels us to act and binds us to a shared commitment.

This adventure and responsibility is not new for L'Oréal Paris, the world's leading beauty brand and the flagship

of the L'Oréal Group: we embrace it with ambition and humility; we are convinced that we are part of the solution. Our “L'Oréal for the Future, Because our Planet is Worth it” programme is empowering our teams to become sustainability experts. Social and environmental considerations are at the core of our everyday efforts, from improving our products throughout their life cycle to empowering our consumers and business ecosystem.

To rise to the challenge, we can count on our inherited years of experience in pioneering science paired with the best of technology. We have the power to constantly innovate, with increasingly responsible formulas inspired by nature, thanks to the revolution in Green Sciences. We are transforming the product life cycle through major scientific innovations driven by the principles of the circular economy, backed by considerable improvements at our production and distribution sites. And that's not all. We aim to halve our CO<sub>2</sub> emissions per unit sold by 2030.

We aim to further the efforts of the Group, and cultivate and convey this vision of a more sustainable beauty, to offer the best of beauty while being more respectful of the planet.

Our heritage and longstanding commitment to leading the beauty industry allows us to spearhead a more sustainable approach to beauty.

Because it's worth it. Because you're worth it. Because our planet is worth it. ”

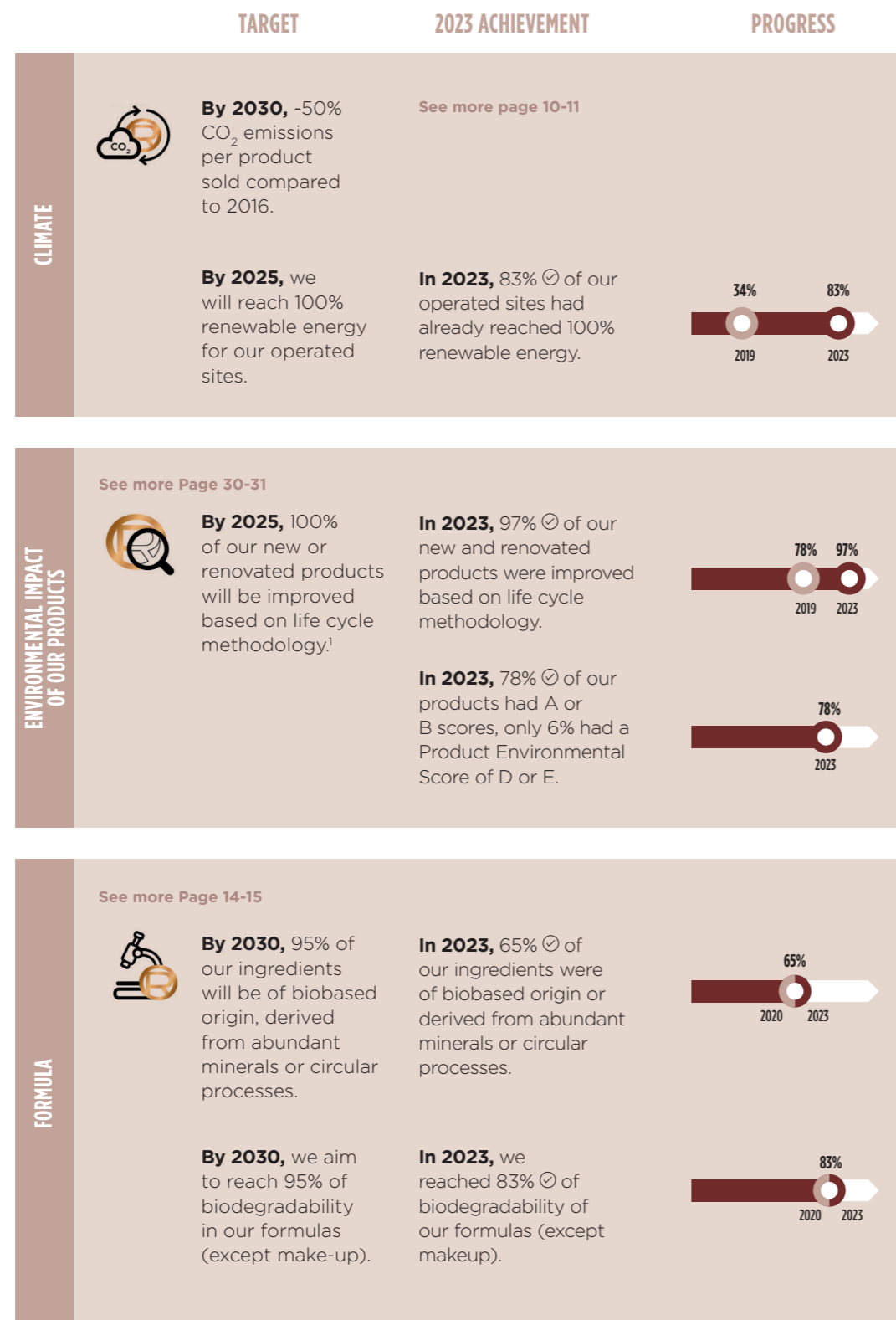


# LINEAGE & LEGACY

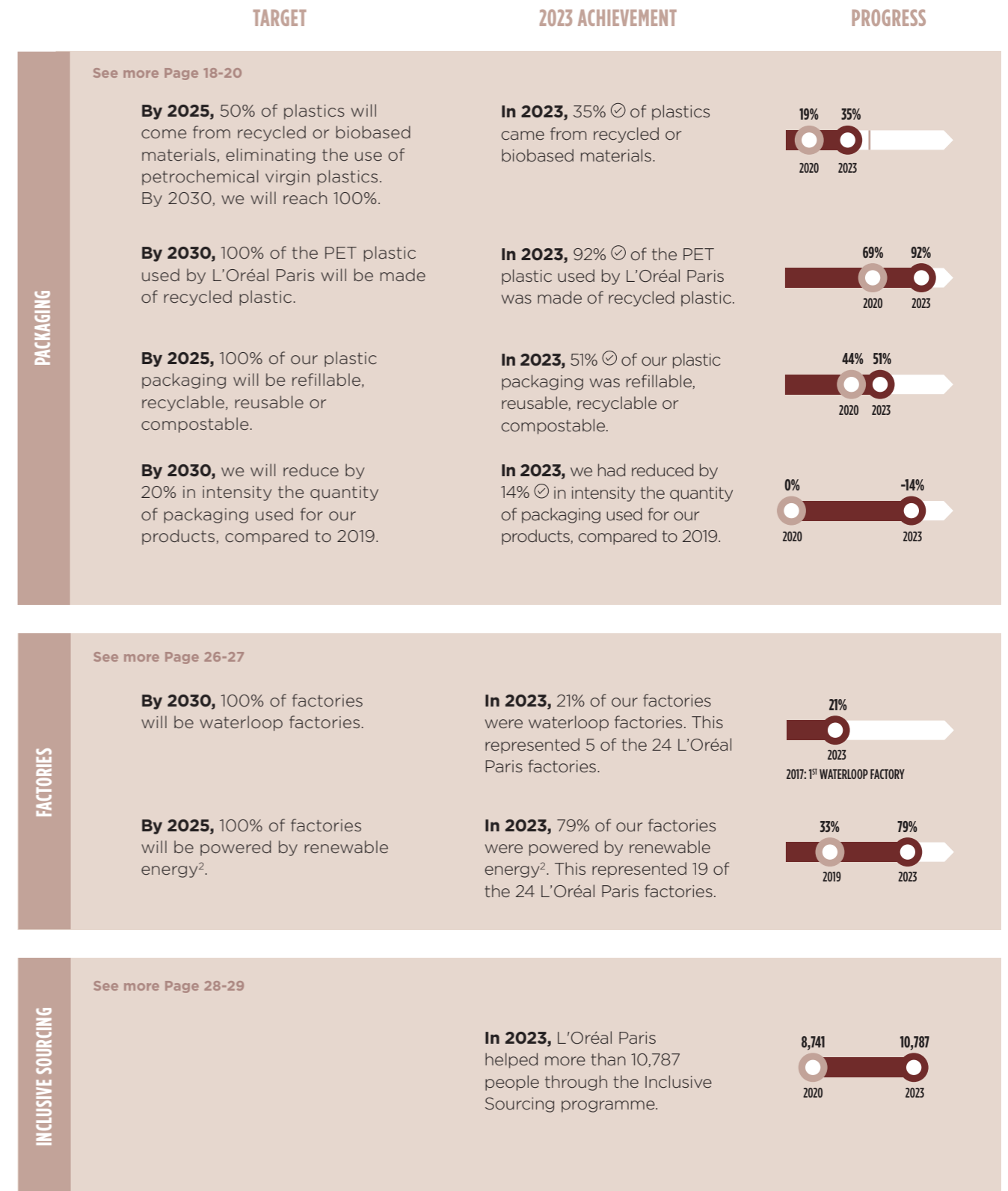
SHAPING  
A MORE  
SUSTAINABLE  
BEAUTY

# AMBITION AND ACHIEVEMENTS

Building on its achievements to date, L'Oréal Paris has set ambitious sustainability goals for 2025 and 2030, in line with the L'Oréal Group sustainability programme. These goals will guide our progress in making beauty more sustainable as we strive to reduce our carbon emissions.



(1) Improved products include products with a new or renovated formula and/or packaging (excluding subcontracting and regulatory developments) and that improve their environmental or social impact according to the SPOT (Sustainable Product Optimisation Tool) methodology, based on criteria such as green chemistry, renewability, biodegradability, ecotoxicity, recycled material and end-of-life, contribution to communities, information display and accessibility.



(2) Excluding safety and security installations.

## ASSURANCE

L'Oréal Paris reports here the evolution of its sustainability performance and its achievements at the end of 2023. The figures and activities related to this performance are shared in detail in the pages of this report. Deloitte has expressed a limited assurance on the indicators identified by this tickmark symbol ☺.

# REDUCING OUR CARBON FOOTPRINT

Global CO<sub>2</sub> emissions surged by 58% between 1990 and 2021<sup>1</sup>. 2023 was the hottest year since 1850<sup>2</sup>. Never has there been such an urgent need for action to prevent the irreversible consequences of climate change. As the Group's major brand in terms of volume and value, L'Oréal Paris assumes a great responsibility: it must be the flagship of the Group's sustainable transition, and controlling its environmental impact is a major challenge. This is why we carefully monitor and measure the direct and indirect impact of our activity throughout the product lifecycle. We calculate the share of greenhouse gas emissions at each stage and act to reduce them as much as possible, hand in hand with our stakeholders, in line with the Science-Based Targets Group commitment.

## WHAT ARE SCOPE 1, 2 AND 3 CARBON EMISSIONS?

The L'Oréal Group calculates and monitors greenhouse gas emissions (GHG) related to all of its activities according to the GHG Protocol. These emissions are defined as follows:

### SCOPE 1 EMISSIONS

Direct GHG emissions from sources controlled or held by the Group. This includes the consumption of gas and fuel oil across all operated sites (factories, distribution centres, administrative sites, research centres) and operated stores. Estimated figures are also included for any other facilities with fewer than 50 employees.

Emissions associated with any cooling gas leaks are included. The emissions associated with the use of fuel by the Group's vehicle fleet are also included.

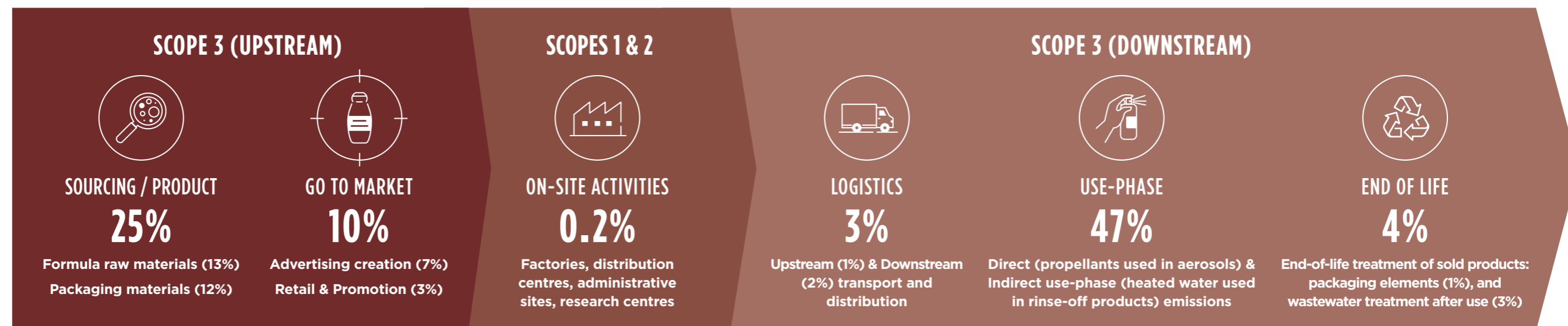
### SCOPE 3 EMISSIONS

Other indirect GHG emissions linked in particular to the product supply chain (upstream emissions) and the use of products and services during their life cycle (downstream emissions).

### SCOPE 2 EMISSIONS

Indirect GHG emissions linked to electricity, heating, cooling and steam purchased across all operated sites (factories, distribution centres, administrative sites, research centres) and operated stores. Estimated figures are also included for any other facilities with fewer than 50 permanent employees. The emissions associated with the electricity consumed by the Group's vehicle fleet are also included.

## GREENHOUSE GAS EMISSIONS IN THE LIFECYCLE OF OUR PRODUCTS



(1) Ministry of Ecological Transition (France) (2) EU Copernicus Climate Change Service (C3S)

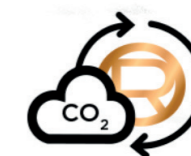
## OUR AMBITION

### WE AIM TO

- Transform ourselves by reducing the footprint of the design, manufacturing, transport and use of our products
- Empower our business ecosystem (suppliers and consumers) to reduce their footprint

BY 2030

**-50%**



CO<sub>2</sub> EMISSIONS PER PRODUCT SOLD COMPARED TO 2016.

### HOW?



#### SOURCING/PRODUCTS

- Training our suppliers to ensure they adopt responsible practices throughout their value chain
- Reducing the amount of resources used in our packaging (in intensity) through redesign, resize and refill
- Replacing virgin materials in our packaging with recycled alternatives
- Replacing raw materials in our formulas derived from petrochemical processes with biobased alternatives



#### GO-TO-MARKET

- Optimising our digital and advertising content production and media efficiency
- Eco-designing our points of sales and promoting reuse of retail materials



#### IN-SITE ACTIVITIES

- Reducing energy and water consumption by optimising our industrial processes and improving the efficiency of our equipments
- Using 100% renewable energy at our industrial sites (factories and distribution centres)



#### LOGISTICS

- Producing our main volumes locally to optimise transportation
- Reducing air transport, promoting multimodal transport



#### USE-PHASE

- Promoting non-rinse products and alternatives to aerosols

#### END OF LIFE



- Designing our products with a life cycle approach, taking into account the biodegradability of our formulas and the recyclability of our packaging

**OTHERS** Capital goods, employees commuting and business travels, food and office supplies, car fleet, stores, investments, IT leased assets, consumers travelling to stores etc.

# OUR PIONEERING SCIENCE, THE CORNERSTONE OF OUR SUSTAINABLE COMMITMENTS

## ACTING FOR SUSTAINABLE CONSUMPTION...

L'Oréal Paris participates in the Group's general effort **to offer consumers solutions to adopt more responsible consumption.** The brand is taking action to improve the environmental and social footprint of every new and renovated product.

## ...USING PIONEERING SCIENCE TO ECO-DESIGN OUR PRODUCTS

Each of these improvements is enabled by **the brand's powerful pioneering science, inherited from more than 110 years of the Group's experience and knowledge.** L'Oréal Paris draws on this longstanding scientific expertise to go further in reducing its environmental impact through nature-inspired formulation and sustainable packaging expertise, two fields of innovation that are decisive to make beauty more responsible.



# ELEVATING OUR FORMULAS

In order to improve the sustainability of our formulas, L'Oréal Research & Innovation laboratories continuously develop new ingredients and technologies with biomolecules derived from science inspired by nature.

## LISTEN TO THE EXPERT



**FROM NOW ON, COMPANIES WILL HAVE TO LIVE UP TO THE AMBITIONS THEY HAVE SET THEMSELVES.**

**“WHEN DID THE GROUP START SHIFTING ITS FORMULAS TO MORE SUSTAINABLE ONES? WHY AND HOW DID THIS SHIFT HAPPEN?”**

In the 90s, L'Oréal extended its research and expertise related to human health and safety about raw materials and formulations to environmental and sustainable impacts, science progressing and new methods and knowledge emerging at the time. **In 1995, the L'Oréal Group set up an Advanced Research Environmental Laboratory to measure the impact of our raw materials.** We then applied this research to finished products.

Several major turning points marked the beginning of our transformation. First, during the 90s, we engaged programmes to ensure that our formulas contained no animal-derived ingredients.

**Then, in the mid-2010s, we focused on developing new technologies allowing us to move away from petrochemical derivatives in our formulas.** This project began with L'Oréal's being one of the first companies to commit to the Science Based Targets on Climate, a truly unifying element which made us engaged on the real challenge of the impact of our formulas on the climate. We did develop new methods and tools to study Life Cycle Analysis, i.e. impact on all the value chain of our new products and technologies and to minimise this impact. Since then, we have been working to constantly improve the environmental impact

**ERIC BONE, Senior Vice-President Research & Development**

of our formulas by finding innovative solutions, protected through patents when we could, adapted to the specific technical challenges and performance characteristics of our products.

### WHAT ARE THE NEXT STEPS?

We have now entered an era in which civil society and citizens expect concrete results after this period of scientific advances, analysis and commitments. We are moving on from a phase of study, setting up methodologies and upstream work, to a phase of results and delivery. From now on, companies will have to live up to the ambitions they have set themselves.

### L'ORÉAL PARIS BEING A MASS MARKET BRAND AND THE BIGGEST BRAND IN THE GROUP, WHAT HAS BEEN ITS CONTRIBUTION TO THIS SHIFT?

In terms of its contribution to the Group's impact and the efforts made on this subject, the **L'Oréal Paris brand is the leading brand (more than 30% of the total impact of the Group), in particular because of its international presence and its business in all beauty categories** (except perfume). As a result, the whole of the Group's sustainable transformation plan is always worked on first and applied to L'Oréal Paris. For us in Research & Innovation, the brand is the “role model” with whom we work on innovation, tools, and processes to “set the path”. As the Group's most important brand, the transformation will inevitably pass through it. ”

## WHAT ARE WE TALKING ABOUT?

### BIODEGRADABILITY<sup>1</sup>

The capacity for ingredients to undergo biological degradation by living organisms such as bacteria and fungi into basic and safe substances such as CO<sub>2</sub>, water and minerals, in a limited period of time (from 10 days to 6 months).

### BIOBASED INGREDIENTS

Issued from natural ingredients or abundant minerals.

## BETTER FORMULAS



Environmental science is always evolving, as new scientific discoveries show the environmental impact of certain raw materials, our experts are constantly working on better alternatives, still offering equally high-performance formulas.

### MICROPLASTICS

**Use in cosmetics:** opacifying; mattifying; adding a very specific soft, silky feel; enabling the texture of formulas to be adjusted.

Today, the microplastic raw materials represent 0.04% of the total raw materials weight at L'Oréal and L'Oréal Paris is actively working on finding alternatives formulation to remove them from all its products.

**Our commitment:** removing them from all the products, by 2030

**Regulation:** we made this commitment in 2014, even before it became a legal requirement in 2017.

**Our achievements to date:**

- **All plastic microbeads have been eliminated from our exfoliant products** since January 2017.
- Since 2020, **all our rinse-off products, such as shower gels and shampoos, have been microplastic-free.**
- The gradual replacement of microplastics in the other categories (from 2023 for microbeads, from 2027 for rinse-off products, from 2029 for non-rinse products, from 2023 for makeup) is underway and **alternatives are being sought without compromising the performance** of these products. For example, the glitter used in makeup, where biodegradable alternatives derived from eucalyptus are used.

### SILICONES

**Use in cosmetics:** unique sensory benefits and properties for a silky, spreadable, and luxurious texture.

**Our commitment:** choosing silicones with minimal impact on the environment

**Regulation:** we are ahead of the global regulatory framework, and compliant with all local regulations.

**Our achievements to date:**

In 2023, L'Oréal Paris has already initiated several actions to substitute or remove certain silicones from a large part of its skincare catalogue. More specifically, those actions target to substitute some silicones like Cyclopentasiloxane (D5) and cyclohexasiloxane (D6) with ingredients having a lower environmental profile.



**BY REMOVING D6 IN EUROPE, WE HAVE IMPROVED THESE PRODUCTS VS 2022:**

**Age Perfect Day Cream**



Environmental score



**Revitalift Pro Retinol Day Cream**



Environmental score



Our consumers' health and safety have always been an absolute priority for L'Oréal. L'Oréal stands for beauty with no animal testing and has been at the forefront of alternative methods for over 40 years. The Group is also continuously improving its formulas to offer alternatives to animal-derived ingredients.

## NO ANIMAL-DERIVED INGREDIENTS

L'Oréal is always attentive to respecting the personal choices of its consumers throughout the world and therefore offers a very wide range of products to meet their diverse beauty needs.

In accordance with our principles, **L'Oréal does not use any ingredient of human origin or coming from rare or endangered animal species nor any ingredient of porcine, bovine or ovine origin; except lanolin.**

L'Oréal uses derivatives of raw materials of animal origin in restricted quantities, such as honey, beeswax, lanolin, as well as fish derivatives and poultry egg derivatives.



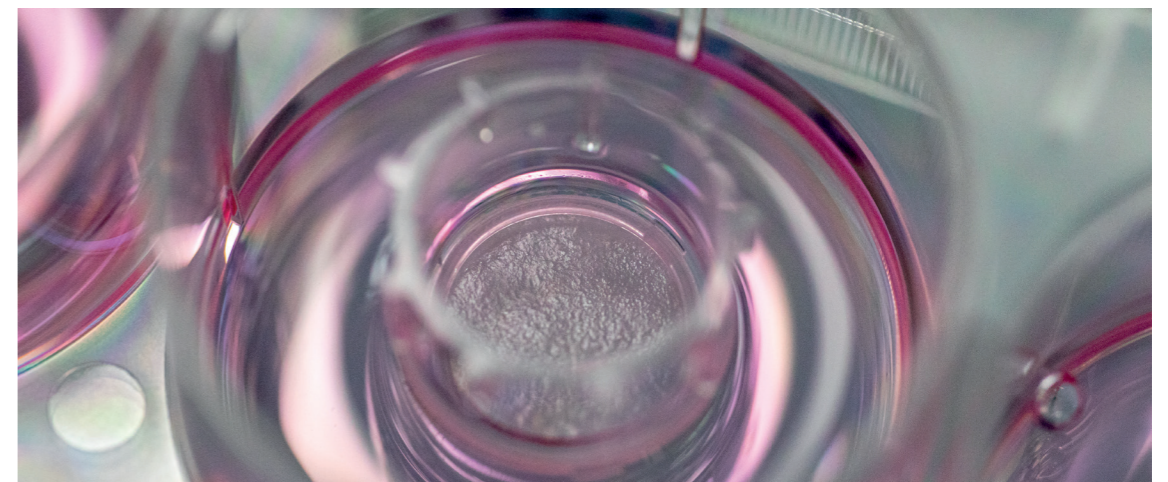
(1) The biodegradability of a formula is calculated from the ingredients that constitute it. We are therefore talking about % biodegradability of a formula, which corresponds to the % of biodegradable ingredients (by weight) compared to all the organic ingredients (i.e. containing carbon from living organisms) of the formula.  
(2) Products that require the use of water to eliminate them.

## NO ANIMAL TESTING SINCE 1989

As a trailblazer in the fight against animal testing, **L'Oréal banned the practice in its labs in 1989, 14 years before European regulations came into force.**

Developed more than 30 years ago, **Episkin, L'Oréal's pioneering proprietary reconstructed skin technology**, provides a reliable and viable alternative to animal testing. **By reproducing the structure of human skin and replicating the conditions for product application**, in just a few hours the technology can predict the safety of an ingredient or formula, enabling performance comparisons well before it has even been clinically tested.

**In China, we have been sharing our testing protocols and we opened an Episkin lab in Shanghai in 2014 so that the Chinese scientific community could benefit from our technology.** We share with them our alternative methods which make it possible to verify the safety of products without resorting to animal testing. Chinese regulations have evolved a lot since then and now accept tests on reconstructed skin for many cosmetic products such as moisturising creams, shampoos, shower gels and lipsticks.



EACH YEAR, L'ORÉAL'S PREDICTIVE EVALUATION CENTRE IN FRANCE PRODUCES AROUND

**150,000 UNITS**

OF RECONSTRUCTED TISSUE.

**ZERO**

ANIMAL TESTING

**3 EPISKIN CENTRES AROUND THE WORLD:**

- Gerland, France
- Pudong, China (since 2014)
- Rio de Janeiro, Brazil (since 2018)

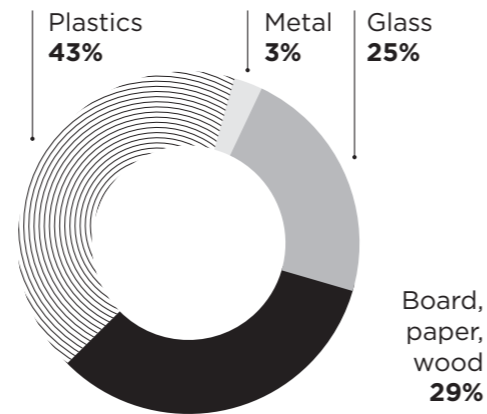
# OPTIMISING OUR PACKAGING

L'Oréal Paris is accelerating its transition to the circular economy by optimising its packaging. The priority is to reduce the overall amount of packaging, recycle all packaging and replace any materials used with better alternatives. Examples include introducing innovative new formats to cut back on plastic and replacing virgin plastic with recycled or biobased materials.

## MATERIALS

**129,537 TONNES** ✓

In 2023, we used **129,537 tonnes** of materials (primary, secondary and tertiary), including **55,326 tonnes** of plastics.



### IN 2023

**35%** of plastics came from recycled or biobased materials.

### 2025 TARGET

By 2025, **50%** of plastics will come from recycled or biobased materials.

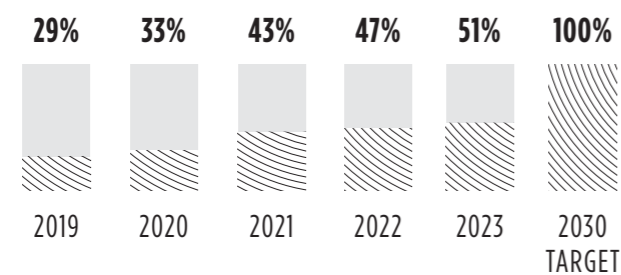
### 2030 TARGET

BY 2030, WE WILL REACH **100%** ELIMINATING THE USE OF PETROCHEMICAL VIRGIN PLASTICS.

## SUSTAINABLE INNOVATION BY DESIGN

By 2030

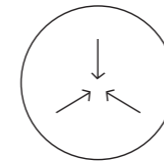
**100%** of our plastic packaging will be reusable, recyclable or compostable.



Launched in China in 2023, the **Extraordinary Oil Mask** is a true sustainable innovation resulting from eco-design: the refill capsule is inserted into the plastic jar, allowing significant savings on plastic. Representing 16% of units sold in China, this new format is a success. It inspires us to eco-design other products and formats thanks to design innovations in packaging.

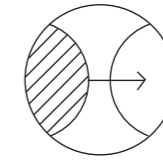


## OUR ECO-PACKAGING STRATEGY



### REDUCE

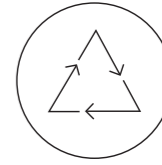
We reduce the weight and size of packaging, or remove it. L'Oréal Paris is seeking alternatives to single-use packaging and proposing not only rechargeable or refillable systems but also reusable packaging. We also promote multi-doses to replace single-doses.



### REPLACE

We replace some materials with less impactful alternatives by:

- promoting a circular economy, using post-consumption recycled (PCR) materials,
- using renewable materials such as bio-sourced plastics.



### RECYCLE

We act to improve the recyclability of our packaging, to reduce the raw materials required to make it, and prevent it from becoming waste. We are also innovating to ensure every aspect of our packaging can be recycled at waste sorting facilities and we encourage consumers to recycle.

## MEN EXPERT, DEVELOPING NEW SOLUTIONS FOR MORE SUSTAINABLE MASCULINE BEAUTY

L'Oréal Paris' Men Expert franchise is continuing its efforts to develop more responsible packaging for all of its products.

### IN 2023

**100%** ✓ OF THE PLASTIC (PET) USED FOR MEN EXPERT SHOWER GELS WORLDWIDE WAS RECYCLED.

By using recycled plastics in Men Expert Shower Gels packaging, the brand **saved the equivalent of 934 tons** of virgin plastic.

The new lightweight shower gel bottle, including its new reduced cap, saves **20%** plastics<sup>(1)</sup>, representing 335 tonnes of virgin plastics per year in Europe<sup>(2)</sup>.



(1) Versus previous version.

(2) Based on Europe 2022 quantities of 250ml, 300ml and 400ml Men Expert Shower Gel.

## LISTEN TO THE EXPERT



## WE HAVE A HOLISTIC VISION, AND WE KNOW THAT IT IS COLLECTIVELY THAT WE CAN CHANGE THINGS

### “ WHEN DID THE GROUP START SHIFTING ITS PLASTIC PACKAGING TO PCR (POST-CONSUMER RECYCLED)?

The PCR shift began in 2018 with the arrival on the market of the first PET PCRs. We scouted and homologated the materials that were available and those that were suitable in terms of ethical sourcing, quality and colorimetry. We carried out in-depth work with the various suppliers, booking the necessary amount of PCR material to deploy on all our large hair care ranges like Elvive because at the time there were still relatively few materials available worldwide. In fact, other players had already begun the shift towards PCR, but we were among the first to have reached almost 100% PET PCR in our bottles, and we are still very much ahead of the market and regulations when it comes to our PCR deployment on our plastic components in CPD\*.

### WHY AND HOW DID THIS SHIFT HAPPEN?

Historically in L'Oréal, we use food grade certification, guaranteeing that these materials touching our cosmetics are safe for consumers. We relied on this certification at the start of the shift to PCR, using PET coming from the recycling of plastics used in food. Furthermore, these certificated materials had presented two main advantages: they were the largest source of materials, since all water and soft drinks bottles, glasses, containers are made from PET; they were already transparent, which facilitates mechanical recycling; and their colour quality was good enough not to affect the perceived value of our bottles. But we also faced some challenges. For example, with recycled plastic, it's more complicated to achieve consistent quality on the moulding but also the colour, the colour of each batch of recycled material can vary over time depending on the

“waste” treated, therefore colour and opacity can vary over time. Through studies, we discovered that consumers were not very sensitive to variations in colour as long as they recognised their products and that they have the same performance. **Today, consumers see these properties as something positive and as added value.**

We have a holistic vision, and we know that it is collectively that we can change things. To this end, we have been working for a long time to encourage sorting companies to create new channels, and we have invested in innovative start-ups to find better ways of recycling. We want to get our entire ecosystem on board to change things together. And after the great success that we have already on PET, **we have now begun for the last three years the journey of converting other materials like PE and PP to PCR** each time it's possible.

### L'ORÉAL PARIS BEING A MASS MARKET BRAND AND THE BIGGEST BRAND IN THE GROUP, WHAT HAS BEEN ITS CONTRIBUTION TO THIS SHIFT?

L'Oréal Paris's plastic consumption amounts to one third of the Group's overall plastic consumption. **Elvive has been the main player in the transformation** because of its weight: in 2023, it represented 17% of the Group's overall plastic consumption. In this range, **we have had 100% PCR on our bottles since 2020 in Europe and almost 100% worldwide since 2023. Since 2023, we have moved one third of our PE material in the Elvive range to PCR.** And in 2024 we are focusing on the transition of capsules to PP PCR and we expect a global deployment within two years. As a next step we want to extend this to other ranges. ”

### ADRIANNE CHINETTI,

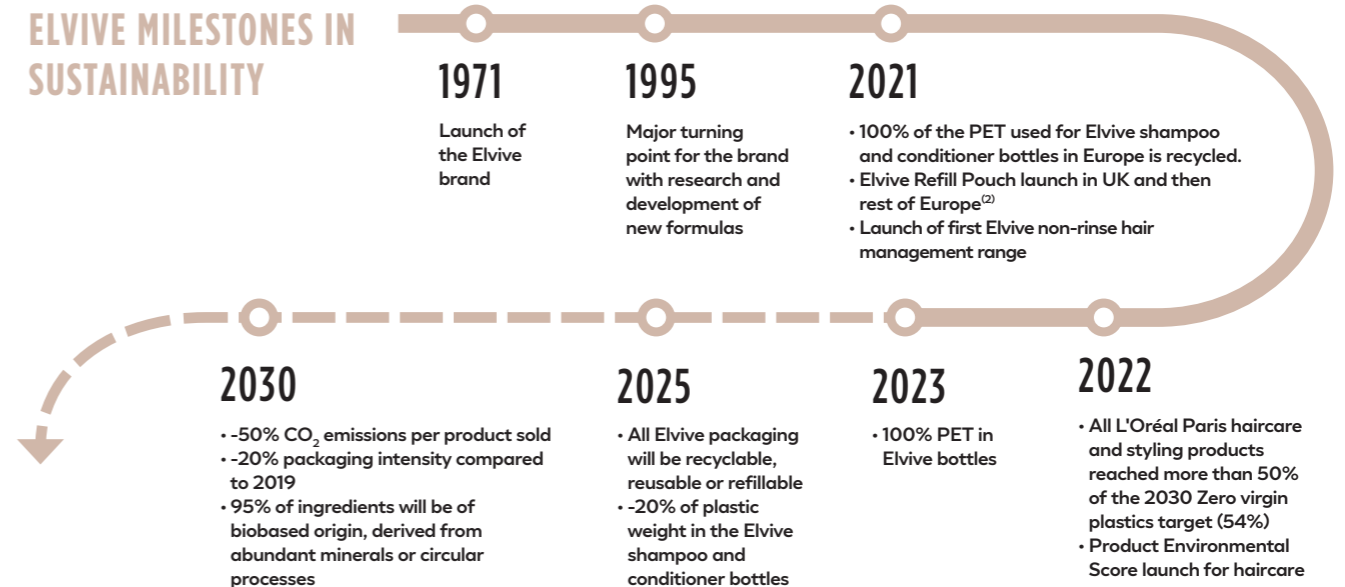
Worldwide Product Development Director, Consumer Product Division, L'Oréal - Packaging

\* CPD: Consumer Products Division

## ELVIVE, PIONEERING MORE SUSTAINABLE HAIRCARE

The haircare category represents almost 50% of units sold by L'Oréal Paris in 2023, and 70% of its carbon emissions<sup>(1)</sup>. Elvive is understandably a top priority for the global brand to achieve its ambitions and targets. The Elvive franchise is a circular economy pioneer within our business, thanks to innovative and strategic initiatives that are revolutionising the product and distribution ecosystem, together with consumption habits.

### ELVIVE MILESTONES IN SUSTAINABILITY



## ELVIVE BOTTLE REINVENTION

### REVAMPING ELVIVE BOTTLES

We are working to improve their environmental impact by reducing opacity and developing the use of PCR to improve overall recyclability.



AND MORE TO COME VERY SOON...

(1) GHG protocol scope, please refer to page 10-11

(2) For Dream Lengths Restoring Shampoo restoring shampoo, Extraordinary Oil Nourishing Shampoo and Colour Vive Colour Protect Shampoo.

# ELVIVE OUR SUSTAINABILITY HERO

Elvive, the biggest L'Oréal Paris brand, is also our sustainable hero. We are proud that these best-selling products record an A or B Environmental Impact score, helping to make beauty more sustainable. These results were achieved thanks to the continuous work of teams to eco-design products, within an increasingly responsible value chain.



(1) Excluding safety and security installations



IN 2023

**100%** OF THE PET PLASTIC USED FOR ELVIVE SHAMPOO AND CONDITIONER BOTTLES

was made of recycled plastic globally, reducing virgin plastics by 13,775 tonnes.

Since 2020, 100% of our Elvive shampoo and conditioner bottles in Europe have been made from recycled PET. By using recycled plastics in Elvive packaging in Europe, the brand saved the equivalent of 7,642 tonnes of virgin plastics in 2023.

In 2023, 100% of the plastic (PET) used for Elvive shampoo and conditioner bottles in Europe was recycled.

## THE ECO-REFILL PACKAGING

Elvive has introduced the new Elvive Eco-Refill Pouch: the best of haircare in a refillable format - the 500ml mono material (PE) recyclable pouch.

**-75%**

PLASTIC THAN THE EQUIVALENT OF TWO ELVIVE SHAMPOO BOTTLES<sup>(2)</sup>

**-60%**

CARBON EMISSIONS<sup>(3)</sup>

AVAILABLE SINCE 2021 IN EUROPE

(2) Compared to 2x 250ml Elvive shampoo bottles.

(3) For one year (1,750ml, one 250ml bottle + 3 refill pouches) of using Elvive plastic bottle + eco-refills compared to one year of 250ml Elvive's plastic bottles for the average of European consumer, based on the assessment full life cycle of the packaging, except the storage at retailer. This excludes formula and use phase.



## WHAT'S NEXT?

We still have to update 50% of our Elvive haircare plastic packaging, especially the polyethylene (PE) and polypropylene (PP) in our lids and jars to reach our goal of making 100% of plastic recycled or biobased by 2030.

# 02 //

## LONGSTANDING DEDICATION TO EMPOWER OUR BUSINESS ECOSYSTEM

### MOBILISING OUR STAKEHOLDERS AND TRANSFORMING OUR INDUSTRY...

To improve our environmental and social footprint and reduce our carbon emissions, **we are working throughout our value chain, from raw materials sourcing to manufacturing, distribution and retail, transforming our industry and inspiring our teams to deliver change.** We're working hand in hand with our stakeholders at each stage of our products' lifecycle. We commit to improving the environmental and social profile of our new or renovated products every year and to sharing that information with our consumers.

### ...AND EMPOWERING OUR CONSUMERS IN THEIR SUSTAINABLE CHOICES

We have begun a decisive journey with our consumers, working every day towards more sustainable and responsible consumption. L'Oréal Paris is introducing tools designed to help and inform its stakeholders, particularly consumers, to encourage them in their efforts. **The Product Environmental Score** is one of our most significant steps in giving consumers transparent information, based on a robust methodology. And we aim to bring the whole industry on board.



Since the launch of our first sustainability programme, Sharing Beauty with All, in 2013, our Operations teams have been leading a profound transformation throughout their value chains, including everything from the carbon impact of our suppliers and our own production sites to water and waste management and transport and logistics. It's a huge and deep challenge, and we went even further in 2023 with new decarbonisation goals, in line with our new SBTi commitments taken in 2023, to transform our production into a virtuous and responsible system.

IN 2023, AMONG OUR 24 L'ORÉAL PARIS FACTORIES ALL OVER THE WORLD,

**5** WERE WATERLOOP FACTORIES  
**19** REACHED 100% RENEWABLE ENERGY



**21%**  
OF OUR FACTORIES WERE WATERLOOP

**79%**  
OF OUR FACTORIES REACHED 100% RENEWABLE ENERGY

IN 2023, AMONG OUR 28 L'ORÉAL PARIS DISTRIBUTION CENTRES,

**24** REACHED 100% RENEWABLE ENERGY

**83%** OF OUR 43 INDUSTRIAL SITES REACHED 100% RENEWABLE ENERGY.

**BY 2025,**

**100%**  
OF OUR INDUSTRIAL SITES WILL REACH 100% RENEWABLE ENERGY.

**BY 2030,**

**100%**  
OF OUR FACTORIES WILL BE WATERLOOP FACTORIES.

## OUR FACTORIES ACROSS THE WORLD



## WE ARE IN A PROCESS OF CONTINUOUS IMPROVEMENT FOR OUR PLANT, INCLUDING ENVIRONMENTAL PERFORMANCE

**“ HOW HAS THE RAMBOUILLET FACTORY ADAPTED TO AN ELVIVE RANGE THAT HAS EVOLVED OVER THE YEARS (RENOVATED FORMULAS, NEW PACKAGING, ETC.)? ”**

The Rambouillet factory's sustainable approach began a long time ago: for example the factory started to procure renewable electricity as from 2013. We have put continuous improvement at the core of our processes, thus allowing our factory to be, in many regards, at the forefront of the sustainable transition.

To achieve this, the evolution of the Rambouillet factory relies on a precise organisation. In 2010, we implemented the “wall-to-wall”, an optimised model where our supplier is producing the bottles for Elvive directly on site. This allows us to save six trucks a day in average, transporting empty bottles to be filled later in production. **At Rambouillet, 100% of bottles are produced and filled on site.** Additionally, 80% of our finished goods are in direct flow, meaning they are delivered directly to subsidiaries without intermediate storage. This significantly reduces transportation, which naturally minimises the environmental footprint of our products.

Energy is also a key component of our sustainability programme. In 2013, the factory acquired its first biomass boiler, a sustainable source of energy that covers 70% of the energy needed to produce steam for processes and heating. Since 2015, we have gone the extra mile thanks to green energy suppliers, enabling the factory to reach 100% renewable energy.

Then, in 2016, to accelerate its transformation, the factory increased its capacity to treat industrial water and recycle it. **Today, 66% of the industrial water we use is recycled.** Our aim is to reach 100% by 2025. This ambition requires a lot of changes to our industrial tools, because we need to increase our treatment and water storage capacities, as well as change the washing water distribution installations. We are in the process of putting all this in place.

Finally, **since 2020, we have used 100% recycled plastic for all Elvive bottles** that go through the plant. Elvive is one of the L'Oréal Group's largest franchises in terms of volume, so all the changes to make the range more sustainable have a strong impact on the Group's evolution objectives for industrial facilities. Our ambition for 2025 is to reduce our plastic consumption by 20%, which we want to achieve thanks to the Elvive renovation, starting in 2024.

**WHAT ARE YOUR MAIN OBJECTIVES NOW TO KEEP ON TRANSFORMING THE FACTORY TO A MORE SUSTAINABLE ONE?**

As part of our ongoing quest for operational excellence, **we are in a process of continuous improvement for our plant, including environmental performance in all its aspects (energy, water, waste, and even biodiversity).** That's why we are continuously adapting and upgrading our equipment to help the Brand and the Group achieve our sustainability objectives. Currently, our two main objectives are to become a waterloop factory and reduce by 20% our plastic consumption by 2025. ”

**DIEGO SALVO**  
PLANT DIRECTOR, RAMBOUILLET (FRANCE)

We work hand in hand with our suppliers to create a fairer and more inclusive society and ensure our growth benefits local communities, and particularly women. We also urge suppliers to make significant commitments to sustainability and come together to build a better beauty industry. The support of our suppliers in their pathway to a more virtuous cycle throughout the value chain is one of our main decarbonisation drivers in our new SBTi commitments taken in 2023.

## INCLUSIVE SOURCING, A GLOBAL PURCHASING PROGRAMME

### WHAT IS INCLUSIVE SOURCING?

Created in 2010, Inclusive Sourcing is L'Oréal's global inclusive purchasing programme. This programme aims to use the Group's purchasing power to serve social inclusion by teaming up with suppliers to give people who are generally excluded from the labour market access to work and a sustainable income.

At L'Oréal Paris, we work and are involved in the Group's global strategy as part of its Inclusive Sourcing programme, with projects all over the world. The programme seeks to make purchases from suppliers who hire people from underprivileged backgrounds and people who are socially marginalised, including disabled people, ethnic minorities, and the long-term unemployed. We develop and implement diverse programmes tailored to local needs.

IN 2023, L'ORÉAL PARIS HAS SUPPORTED MORE THAN

**10,787**  
PEOPLE

WE PAY A SPECIAL ATTENTION TO PROJECTS THAT SUPPORT WOMEN

IN 2023,

**726**

WOMEN-OWNED BUSINESS PROJECTS

**281**

WOMEN EMPOWERMENT PROJECTS

### OUR INCLUSIVE SOURCING PROJECTS ACROSS THE WORLD



## LISTEN TO THE EXPERT



### L'ORÉAL PARIS IS HAVING A REAL KNOCK-ON EFFECT WITHIN THE GROUP IN TERMS OF RESPONSIBLE SOURCING

**WHEN DID THE GROUP START SHIFTING ITS SOURCING STRATEGY TO A MORE SUSTAINABLE ONE? HOW DO WE SUPPORT OUR SUPPLIERS IN THEIR SUSTAINABLE TRANSITION?**

“As part of the value chain of our products, sourcing is a field of commitment for L'Oréal. The way we source our raw materials is our responsibility. Since we share common ambitions with our suppliers on both social and environmental aspects, all our sourcing endeavours come with a mutual commitment.

Since 2002, L'Oréal has been developing sustainable development programmes for its suppliers. For 15 years, L'Oréal has supported its suppliers by engaging them on the net-zero carbon emission journey, the preservation of biodiversity, in particular zero deforestation, and inclusive sourcing (giving vulnerable populations access to work and a living wage). As our suppliers do not always have the necessary resources or sufficient expertise in terms of CSR, L'Oréal is fully committed to engage them on the sustainability pathway by supporting them, training them, upskilling them on the basis of our standards and enabling them to access financing mechanisms linked to the ecological transition.

Recently, to increase its positive contribution, the Group has been the leader in launching a pilot on the subject of the Living Wage, with around 20 strategic suppliers. The objectives were to get them on board on the subject and carry out a concrete gap analysis using the Living Wage reference framework for all their employees. Building on this pilot, our 2025 commitment to onboard 100% of our strategic suppliers in our living wage strategy is on track.

**SÉVERINE THERY,**

*Chief Procurement Officer, Direct Sourcing*

**WHAT WERE THE MAIN MILESTONES IN SOURCING TO MAKE POSSIBLE THE TRANSITION FROM PETROCHEMICALS TO GREEN SCIENCES?**

We aim to completely transform our petrochemical raw materials portfolio so that we can reach our target of 95% ingredients of biobased origin, derived from abundant minerals or circular processes by 2030. To achieve this goal, we will leverage the power of Green Sciences such as green chemistry, new extraction techniques, biotechnology, sustainable cultivation initiatives, etc.

In transforming our raw material portfolio to a greener one, we also aim to make it even more responsible. This endeavour began in 2017 when the Group adopted the sourcing approach of the Nagoya Protocol, which was highly innovative at the time because it included both an environmental and a social dimension. Since then, and because we are in a fast-changing environment, whether in terms of the regulatory framework or the expectations of civil society, we have further improved our standards. Today, in 2023, after having examined all our raw materials catalogues according to five criteria, two social and three environmental, we confirm that 93% of our biobased origin raw materials are sustainably sourced according to these criteria and that we are on track to reach 100% in the coming years.

As the biggest brand of the Group, L'Oréal Paris's transition, is indeed having a real knock-on effect within the Group in terms of responsible sourcing of raw materials and the switch to Green Sciences.”

# EMPOWERING OUR CONSUMERS

We want to offer consumers the opportunity to choose their products by giving them as much information as possible on their environmental impact, their performance and their results. This is why, for more than 10 years, L'Oréal Paris has measured and improved the environmental impact of its products by taking into account 14 environmental impact factors at every stage of the product life cycle. The Product Environmental Score gives an accurate and transparent picture of the environmental impact of a product. In 2024, L'Oréal Paris is also launching its new Beauty Genius application, which plays the role of beauty advisor, augmented by the power of technology, for even more efficient and inclusive beauty.

## THE PRODUCT ENVIRONMENTAL SCORE

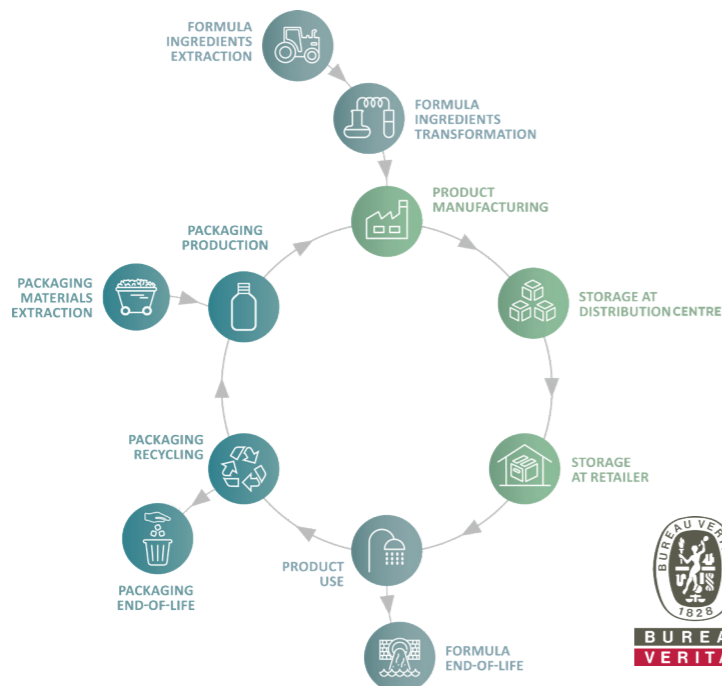
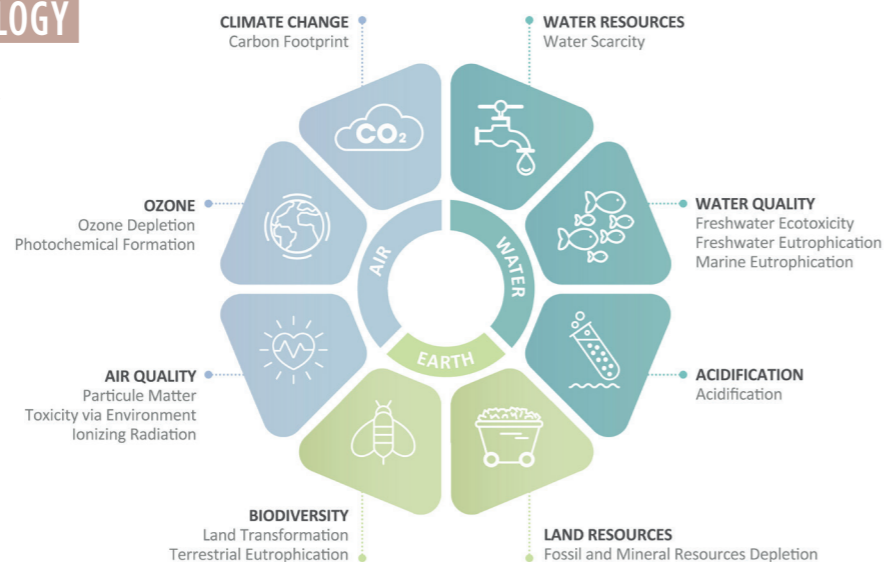
The Product Environmental Score is based on a methodology L'Oréal has developed together with 11 independent scientific experts, and aligned with European Commission guidelines to scientifically evaluate a product's environmental impact.

### THE METHODOLOGY

#### THE PLANETARY IMPACT FACTORS

14

PLANETARY IMPACT FACTORS ARE TAKEN INTO ACCOUNT.



### THE PRODUCT LIFE CYCLE

Those impacts are measured at every stage of a product's life cycle by looking **not only at sourcing, production and transportation, but also consumer usage and packaging end-of-life.**

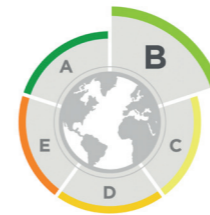
The application of our methodology and data calculation have been verified by an independent auditor, Bureau Veritas.



## INFORMING OUR CONSUMERS

TO HELP CONSUMERS MAKE MORE INFORMED CHOICES, WE GIVE THEM ACCESS TO THE PRODUCT ENVIRONMENTAL SCORE ON THE HAIRCARE, SKINCARE AND MEN EXPERT PRODUCTS.

### Overall environmental impact



### Carbon footprint



94g per usage dose  
89g per 10ml

### Water footprint



6.9 per usage dose  
6.6 per 10ml

To learn more, you can connect to: [www.loreal-paris.fr](http://www.loreal-paris.fr) - [www.lorealparisusa.com](http://www.lorealparisusa.com)

## THE ECOBEAUTYSCORE CONSORTIUM

We have also committed to sharing the learnings of our Environmental labelling initiative with the members of the EcoBeautyScore Consortium.

### GOAL

To develop an industry-wide environmental impact assessment and scoring system for cosmetics products to empower consumers to make sustainable consumption choices.

### MEMBERS

The EcoBeautyScore Consortium brings together more than 70 small and large cosmetics and personal care companies and associations across four continents. It remains open to any other beauty company interested in joining.

### TO LEARN MORE

Visit the Consortium website: <https://www.ecobeautyscore.com>

Pending availability of the new labelling scheme, L'Oréal will continue to display the impact of its products using the current system.



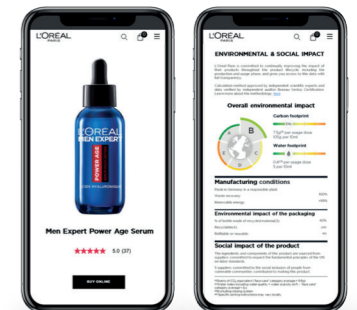
**78%** OF OUR PRODUCTS HAVE A OR B SCORES, ONLY 6% HAVE D OR E SCORES

THE PRODUCT ENVIRONMENTAL SCORE IS AVAILABLE IN 24 EUROPEAN COUNTRIES ON:

### POINTS OF SALE



### PRODUCT PAGES ON BRAND WEBSITES



### E-COMMERCE PAGES



### MEDIA & ADVERTISING



The Product Environmental Score will be extended to other markets around the world. To better inform consumers and advise them anywhere and anytime on our products, we also support our consumers via Beauty Genius, a new AI assistant available 24/7 in their pocket.



# LIFELONG CONVICTION

**EMPOWERING  
WOMEN  
WORLDWIDE**

# BECAUSE YOU'RE WORTH IT

Our products create beauty; beauty gives self-confidence. Through our products, we seek to give every woman the confidence she needs to fulfill herself and express her worth. This lifelong conviction drives our vision of a fairer and more sustainable society, and is the pillar of our social and environmental impact programmes, Stand Up and Women of Earth. Through these programmes, we extend our commitment to walk alongside women and we increase our positive impact: we are fighting so that all women, whatever their backgrounds, culture or origins, can become who they want to be.

## OUR RALLYING CRY

L'Oréal Paris is more than a beauty brand; it is a brand that gives power to women. With these four words, **"Because I'm worth it"**, L'Oréal launched the first advertising message ever to highlight self-confidence. It emerged in 1971 as a rallying cry uniting consumers around the brand. This signature phrase has since become **a symbol that empowers women of all ages and backgrounds** to believe in their beauty and sense of worth.

**Women empowerment is at the core of L'Oréal Paris's mission. The brand supports every woman on their journey to fulfil themselves according to their own rules and aspirations. For L'Oréal Paris, self-worth is a journey, and beauty is its catalyst.**

## WOMEN TO WOMEN

**L'Oréal Paris is empowering all women to feel stronger and more confident, encouraging each woman to express their own vision of femininity while supporting other women to assert who they are.**

We believe that there is no 'one size fits all' vision; beauty is universally unique. The famous L'Oréal Paris "Dream Team" is made up of ambassadors from all origins and backgrounds, including icons from the film, fashion and music industries. These exceptional women are the brand's international spokespeople, reflecting the diversity of our customers – whatever their age, whatever their origin. Each in their unique way upholds and empowers a particular female strength, inspiring others to fulfil their talents every day through their commitment to causes that echo our values of feminism, inclusivity, equal rights and sustainability.



*As a brand we are determined that our firm belief in female empowerment goes beyond words. True to our empowered signature, "Because I am worth it", we want to transform these famous words into strident actions, by eliminating those obstacles that prevent women from achieving their full potential, and instead bolster female self-esteem.*

**Delphine Viguiet-Hovasse**, Global Brand President of L'Oréal Paris



## STAND UP

L'Oréal Paris is proud to commit collectively to ending street harassment for good. In early 2020 we launched **Stand Up Against Street Harassment**, an international training and awareness programme created in partnership with the NGO Right To Be to fight the issue.

This programme is based on the 5D methodology, an expert-approved set of real-world tools to intervene in the case of street harassment, whether people are victims or just the witness.

### 1 NEW INTERNATIONAL SURVEY

CONDUCTED BY IPSOS FOR L'ORÉAL PARIS ON SEXUAL HARASSMENT IN PUBLIC SPACES IN 2023. To know more: <https://www.standup-international.com/en/en/facts>

**IN 2023,**  
**2,453,890** ✓  
PEOPLE TRAINED IN THE 5D METHOD AGAINST STREET HARASSMENT SINCE 2020 IN  
**44 COUNTRIES** ✓

### TARGET 3 MILLION

PEOPLE TRAINED BY THE END OF 2024

**2,442**  
EMPLOYEES TRAINED IN 2023,  
**21,026** ✓  
21,026 SINCE 2020

## WOMEN OF EARTH

**We're now going deeper in our environmental commitment by supporting women who develop solutions to act against climate change.**

That is why we are working with our partners to give women entrepreneurs developing environmental projects the resources they need to accelerate their efforts as agents of change.



BY 2030, L'ORÉAL PARIS WILL BE INVESTING

**€10** MILLION IN ENVIRONMENTAL PROJECTS

### 2026 TARGETS

GRASSROOT ENTREPRENEURSHIP WITH WEA

**1,200** WOMEN ENTREPRENEURS  
**720,000** PEOPLE IN COMMUNITIES BENEFITTING FROM THEIR PROJECTS

SOCIAL ENTREPRENEURSHIP WITH ASHOKA  
REVERSE MENTORING

### 2023 RESULTS 370+

WOMEN ENTREPRENEURS SUPPORTED BY WEA IN UGANDA, KENYA AND INDONESIA, FOR THEIR CLIMATE AND SOCIAL ACTION.

**3** SOCIAL ENTREPRENEURS SUPPORTED BY ASHOKA AND THE L'ORÉAL PARIS TEAM

# STAND UP, FIGHTING AGAINST STREET HARASSMENT

L'Oréal Paris has encouraged generations of women to realise their self-worth. Street harassment is the number one issue<sup>(1)</sup> faced by women and girls around the world. The brand has joined forces with the non-profit Right To Be, to train everyone on how to safely intervene when they witness or experience street harassment.

## OUR CAUSE

Street harassment is one of the most common forms of gender-based violence experienced by women around the world. It is an attack on dignity, an attack on integrity.

**80%**

OF WOMEN HAVE EXPERIENCED SEXUAL HARASSMENT IN PUBLIC SPACES.<sup>(1)</sup>

**ONLY 25%**

OF VICTIMS SAY SOMEONE HELPED, AND 86% OF US DO NOT KNOW WHAT TO DO WHEN WE WITNESS IT HAPPENING.

**Our mission is to empower people to fight against this kind of violence wherever possible.** All L'Oréal Paris employees have also been trained.

Together with our international partner Right To Be and our local charity partners, we are offering training sessions in public places and online, on our dedicated website [standupinternational.com](https://standupinternational.com).

**STANDUP**  
against street harassment  
by **L'ORÉAL**  
PARIS



<sup>(1)</sup> International study conducted in 2021 by L'Oréal Paris with IPSOS with data gathered in 8 countries with over 15,000 participants.

## A GLOBAL INITIATIVE AGAINST AN INVISIBLE FORM OF VIOLENCE

A new international survey conducted by L'Oréal Paris with Ipsos in 2023 in 20 countries across the world (20,000 people), found that 87% of women adopt strategies in their everyday life to protect themselves from street harassment. That is why in 2024 L'Oréal Paris is launching a new "Street Harassment is Never Your Fault" campaign to empower women and remind them of their right to be who they are.

Street harassment restricts how women can manage their agenda, as it limits their activities and therefore their potential: there is a crucial need to shift the mindset on sexual harassment as misconceptions remain. **Women often end up blaming themselves for being harassed.**

To view the full study: [www.standup-international.com/en/en/facts](https://www.standup-international.com/en/en/facts)

## THE 5D METHODOLOGY

The 5Ds represent a proven methodology to intervene in the case of street harassment, whether people are victims or just the witness. Its aim is to end the situation of harassment, without endangering anyone who intervenes to help.



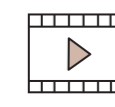
### DISTRACT

Pretend to be friends, ask for the time, cause a distraction, be creative.



### DELEGATE

Find someone in a position of authority (e.g. teacher, bartender or a bus driver) and ask them to intervene.



### DOCUMENT

Watch and witness, write down or film the harassment, provide the footage to the victim and never post it online or use it without their permission.



### DIRECT

Speak up and call the harasser out, then turn your attention to the person being harassed. If they respond, ignore them; don't escalate. Only use direct as a last resort to prevent violence. Your safety and that of the person being harassed come first.



### DELAY

Comfort the harassed person after the incident and acknowledge that the behaviour was wrong. Be a friend.

<sup>(2)</sup> Source : International survey on sexual harassment in public spaces, conducted by L'Oréal Paris with IPSOS, with data gathered in 20 countries with over 20,000 participants, November 5<sup>th</sup> - December 21<sup>st</sup>, 2023.

# WE ARE WOMEN OF EARTH

Women are particularly well placed to fight climate change and come up with the solutions needed to adapt. As the first victims of climate change, they are also the first contributors to social and environmental actions. That is why L'Oréal Paris, true to its roots, has set out to support women entrepreneurs developing environmental projects as they lead initiatives as agents of social and climate action. By 2030, L'Oréal Paris will be investing €10 million in these environmental projects spearheaded by women.

## A SINGLE OBJECTIVE

Empowering women

## A TWO-PRONGED STRATEGY

- Fighting climate change
- Supporting women entrepreneurship

## A WIDE RANGE OF INITIATIVES

Accelerating climate protection, building more inclusive and equitable communities, and enhancing the circular economy are a few of the main issues L'Oréal Paris has committed to support to help women entrepreneurs.

## ASHOKA SOCIAL ENTREPRENEURSHIP



### ACTION

Supporting women social entrepreneurship through reverse mentoring and financing.

### WHERE

France & Nicaragua.

### AMBITION

**A REVERSE MENTORING PARTNERSHIP** through which L'Oréal Paris and the companies it supports share their innovations, skills and expertise with one another to grow stronger together.

## WHERE WE STAND IN 2023

**L'Oréal Paris began supporting three social entrepreneurs, mobilising its employees to support these women of action, thanks to a reverse mentoring programme.**

## THE WOMEN AND PROJECTS WE SUPPORT

- **Sarah Otterstrom, PasoPacífico (Nicaragua)**  
Supporting biodiversity by integrating human development as part of environmental conservation.
- **Mélanie Marcel, SoScience (France)**  
Advancing the field of 'Responsible Research & Innovation' by changing how actors collaborate around R&D.
- **Marine Calmet, Wild&Legal (France)**  
Pioneering new legal constructs that defend the rights of nature and protect planetary boundaries.

## WOMEN'S EARTH ALLIANCE

### ACTION

Investing in women entrepreneurship and project-led initiatives on climate

### FORMAT

Different types of projects depending on the country selected

### WHERE

- **Africa:** Kenya & Uganda
- **Asia:** Indonesia
- **North America:** USA & Mexico

### AMBITION

Investing in projects led by 1,200 women entrepreneurs over three years to support 720,000 people in communities benefitting from their solutions.

## WHERE WE STAND IN 2023

### WEA IN KENYA AND UGANDA

#### WHY

- Create employment opportunities
- Reduce poverty
- Address climate change through economic empowerment

#### HOW

Technical training, wraparound support, year-long mentorship and funding to deliver life-saving climate mitigation projects in communities and build economic and social resilience.

**300**

**WOMEN ECO-ENTREPRENEURS**  
(150 IN EACH COUNTRY)

### WEA IN MEXICO

#### WHY

- Protect women's lands and bodies
- Increase women's economic independence
- Maintain traditional cultures and lifeways
- Mitigating the impacts of climate change

#### HOW

Supporting 6 Projects Leads working on topics like ocean conservation, food sovereignty, indigenous lifeways, health equity, reproductive justice, and eco-entrepreneurship.

### WEA IN INDONESIA

#### WHY

- Generating economic prosperity, food security, equitable communities
- Incentivising forest and climate protection
- Supporting artisans and weavers, traditional food producers and eco-entrepreneurs addressing plastic waste

#### HOW

Practical training in business operations such as finance, product improvement and marketing for women eco-entrepreneurs, uplifting traditional ecological knowledge, strengthening cooperative business models.

**70**

**WOMEN ECO-ENTREPRENEURS**  
**DIRECTLY, COLLECTIVELY**  
**WORKING WITH 500+ WOMEN**

## IN THEIR OWN WORDS

“Our Women Conservation Project in Kakamega is restoring and protecting the last remaining tropical rainforest of Kenya. In one year, 6,000 native trees were planted and 40 grassroots women launched businesses that protect the forest. Based on our success, the Kenyan government designated additional parcels of native rainforest for us to restore and protect. Women's Earth Alliance, with the support of L'Oréal Paris, sees that it's not top down projects that will transform our climate, it's from the ground up. One seed, one tree, one woman at a time. One becomes ten, ten becomes a thousand, a thousand becomes a million.”



### Rose WAMALWA

WEA East Africa Regional Director

*Rose's projects improve women's lives and collectively tackle climate change in Kenya. They focus on protecting the tropical rainforest and educate her community about climate resilience, food production and native medicine.*

“Women's Earth Alliance got me up from the ground and helped me to get where I am right now. It helped my group and my community. We were not allowed to plant trees as women. We were not allowed to be leaders. Now, thanks to the program, we can do what a man can do. I can lead a community. Now, we, as women, have a voice. I have renewed myself and I am now proud to be a woman. We were deep into culture, not allowed to believe in ourselves. Now we bring women and men together to lead the community.”



### Melisa MWIMALI

WEA Leader, Kakamega County

*Melisa is leading grassroot initiatives in Kenya to empower her community in the face of environmental crisis. Based on reforestation and sustainable farming, her project provides women with regular income and tuition while improving health.*

# L'ORÉAL

PARIS

Incorporated in France  
as a 'Société Anonyme'  
with a registered capital  
of €106,945,095  
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