

FRAGRANCE AND PERSONAL CARE

## L'Oral adopts green science' business approach

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*Eighty percent of the group's raw materials are already biodegradable. Image credit: L'Oral*

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By LUXURY DAILY NEWS SERVICE

French beauty group L'Oral is committing to a more environmentally conscious beauty industry with the implementation of a "Green Sciences" chapter in its Research and Innovation department.

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This announcement comes at a time when protecting the planet is an absolute necessity, and the COVID-19 pandemic is driving a heightened demand for products that are both good for health and safe for the environment. L'Oral hopes that by 2030, 95 percent of its ingredients will be derived from renewable plant sources, abundant minerals, or circular processes and 100 percent of formulas will be respectful of the aquatic environment.

"With Green Sciences we are entering a new chapter for L'Oral Research & Innovation, which has been a key driving force behind the company since its creation," said Nicolas Hieronimus, deputy CEO of L'Oral, in a statement. "Our ambition is that by 2030 we will be able to offer women and men around the world increasingly effective, safe cosmetics that respect the environment."

### Green beauty

The group will draw on recent advances in Green Sciences to enable the sustainable cultivation of ingredients and extract the best that nature has to offer through cutting-edge technological processes.

Already, 80 percent of the group's raw materials are biodegradable, 59 percent are renewable, 34 percent are natural or of natural origin and 29 percent of the ingredients used in L'Oral formulas were developed according to the principles of **Green Chemistry**.



*L'Oral has reduced the emissions of its industrial sites by 78 percent over the last 15 years. Image credit: L'Oral*

To achieve this transition, L'Oral has gathered its full range of resources in Green Sciences with new developments in biotechnology, Green Chemistry, formulation science and modeling tools. The group is also building a range of strategic partnerships with universities, start-ups and its own raw material suppliers.

L'Oral remains committed to transparency, and will continue to launch new initiatives to further improve information and dialogue with consumers, empowering them to make choices that reflect their values.

Launched in March 2019, L'Oral's "Inside Our Products" website answers questions from the public about the ingredients used in formulas and the composition of its products. The platform covers nearly 1,000 listed ingredients and is now available across 45 countries in eight languages.

In June 2020, the brand launched an informational campaign highlighting the environmental and social impact of cosmetic products as part of the L'Oral for the Future program.

This month, a drive to raise awareness of the Inside Our Products initiative will be organized on social media platforms in nearly 20 countries, giving consumers a chance to talk to researchers.

In addition to its environmental efforts, L'Oral made efforts toward inclusivity and diversity by partnering with the [National Association of the Advancement of Colored People](#) (NAACP) to present a grant program for Black-owned beauty businesses. The two organizations will award 30 one-time grants of \$10,000 each and professional mentorship to promising Black-owned small businesses and entrepreneurs they have identified as needing investment ([see story](#)).

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