

FRAGRANCE AND PERSONAL CARE

# L'Oral Group teases next-gen hair dryer at CES 2024

January 15, 2024



L'Oral presented the product at CES 2024, where it won the convention's Innovation Award. Image credit: L'Oral Group

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By LUXURY DAILY NEWS SERVICE

Beauty group L'Oral is sparking beauty tech buzz.

Company leaders took to Las Vegas for this month's Consumer Electronics Show (CES) to introduce the Airlight Pro, a professional-grade hair dryer. The tool taps infrared light technology and wind to achieve a faster styling process using less energy than other premium options on the market, and could work to further L'Oral Group's position in the prestige segment.

"For over a decade, L'Oral Research and Innovation has been creating a new Beauty Science powered by Technology: Augmented Beauty. Technology that truly answers age-old consumer needs with unparalleled results," said Barbara Lavernos, deputy CEO of research, innovation and technology at L'Oral, in a statement.

"AirLight Pro, with over 150 patents filed, perfectly embodies this breakthrough in beauty by, for the first time, bringing a solution for drying while caring for the hair as well as the planet."

## Blow out

Created in partnership with California-based hardware startup Zuvi, the launch will reach select markets in the U.S. and Europe under L'Oral Professionnel, the company's salon professional brand, later this year.

The item leverages Zuvi's "LightCare" technology, optimizing heat flow across a range of hair types for what it claims creates visually smoother and hydrated hair.

When compared to the hair dryers of the same caliber, the Airlight Pro consumed 31 percent less energy in an instrumental test, allowing users to maximize efficiency with less harm on the planet.

"For 115 years, L'Oral has been leveraging science to innovate and provide consumers with unforgettable beauty experiences that fulfill their individual beauty aspirations," said Nicolas Hieronimus, CEO of the **L'Oral Group**, in a statement.

"With AirLight Pro, in partnership with Zuvi, we prove that technology can augment beauty performance, caring for multiple hair needs, and reduce its environmental impact," Mr. Hieronimus said. "That's the future of beauty we are aiming to create."

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A post shared by L'Oreal Professionnel Paris (@lorealpro)

Though specifics have yet to surface, representatives hint at a distribution strategy that accounts for both professionals and everyday consumers. In a statement, L'Oral shares plans to "deliver a next-generation hair drying tool for beauty professionals and then to consumers worldwide that focuses on caring for the hair through breakthrough technology."

Winning the Innovation Award at CES, L'Oral enters the arena as comparable designs see major success.

"Zuvi's mission is to leave the world better than we found it by disrupting technologies and innovating for the future," said Mingyu Wang, founder and CEO of Zuvi, in a statement.

"With our expertise in optics, aerodynamics and consumer electronics design, we have created an exceptional product," Mr. Wang said. "We're immensely proud of the work we've done to date and now to have a partner like L'Oral, a company with more than 100 years of expertise in haircare and beauty, to take our products to the next level.

"Together, we are and will continue to create ground-breaking beauty technologies."

While L'Oral takes on the haircare market, other groups within the beauty market have been focusing on high-end clinical brands. Spanish fashion and fragrance business Puig is the latest, acquiring a majority stake in high-end German skincare brand Dr. Barbara Sturm ([see story](#)).