

L'oreal announces new sustainability commitment for 2020 'Sharing beauty with all'

On 23 October, L'Oréal announced a new commitment to transform the sustainability footprint of the company while achieving its business ambition by 2020.

L'Oréal's ambition is to win 1 billion new consumers by means of its universalization strategy which aims to answer all the diverse beauty needs of men and women around the world. Part of the Group's growth strategy is its commitment to produce more but with less impact and to engage consumers, who are at the heart of its business, to make sustainable choices by offering them products that are both sustainable and desirable. In order to achieve this, L'Oréal commits to improving every part of its value chain, from research to operations, while sharing its growth with the communities it touches through "Sharing Beauty With All".

These commitments are the result of two years of exchange with various stakeholders throughout the world. L'Oréal will report regularly on its progress against each goal with the help of a panel of independent assessors, chaired by José Maria Figueres, an authority in the world of sustainability, and consisting of international experts.

Sharing Beauty With All is a commitment in four areas :

1. Innovating sustainably - By 2020, L'oreal will innovate so that 100% of products have an environmental or social benefit.
2. Producing sustainably - By 2020, L'oreal will reduce environmental footprint by 60 % whilst bringing beauty to one billion new consumers.
3. Living sustainably - By 2020, L'oreal will empower every L'Oréal consumer to make sustainable consumption choices while enhancing the beauty of the planet.
4. Developing sustainably

For more information, infographics and videos, view [Sharing Beauty With All website](#).