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L'Oreal

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ALEXIA SARAI ALVAREZ SÁNCHEZ 2022446

make-up

THE COMPANY L'ORÉAL SA PRODUCES AND SELLS COSMETICS AND HAIRCARE ITEMS. PROFESSIONAL PRODUCTS, CONSUMER PRODUCTS, L'ORÉAL LUXE, AND ACTIVE COSMETICS ARE ITS FOUR OPERATING SEGMENTS. EUGÈNE SCHUELLER ESTABLISHED THE BUSINESS, WHICH HAS ITS HEADQUARTERS IN CLICHY, FRANCE, IN 1909.



1st COSMETICS GROUP WORLDWIDE
36 BRANDS
150 COUNTRIES
88,000 EMPLOYEES
497 PATENTS REGISTERED IN 2019
29.9 BILLION EUROS OF SALES IN 2019

L'ORÉAL GROUP

L'ORÉAL Consumer Products



WE SUPPORT COLLABORATION

IN ORDER TO INNOVATE BETTER AND FASTER, COLLABORATION AND PARTNERSHIPS ARE ESSENTIAL. WE COLLABORATE ON THE FUTURE OF BEAUTY THROUGH OUR OPEN INNOVATION PROGRAMME AND ALLIANCES WITH STARTUP BUSINESSES SPECIALISING IN DIGITAL BEAUTY SERVICES. WHILE OUR OPERATIONAL SUPPORT AND KNOWLEDGE HELP THESE NEW PLAYERS, OUR CUSTOMERS ACHIEVE FROM THE GREAT IDEAS THAT ARE GIVEN RIGHT INTO THEIR HANDS.



4 000 EMPLOYEES: HEALTH PROFESSIONALS, EXPERTS IN COSMETIC COMPOSITION, INGREDIENT AND PRODUCT DEVELOPMENT
+ 100 UNDERSTANDING OF COMPONENTS, FORMULAS, AND GOODS OVER YEARS
+ 100 FOR EVERY L'ORÉAL PRODUCT, EFFICACY, QUALITY, AND SAFETY TESTS ARE PERFORMED.

INNOVATION

SINCE 1909, L'ORÉAL HAS DISTINGUISHED ITSELF FROM COMPETITORS BY RECOGNISING THAT INNOVATION CANNOT EXIST WITHOUT RESEARCH. EUGÈNE SCHUELLER'S INITIAL THOUGHT WHEN HE FOUNDED THE BUSINESS WAS ON IT. OVER 4,000 PEOPLE WORLDWIDE WORK IN OUR RESEARCH AND INNOVATION CENTRES EVERY DAY. THE PRODUCTS THEY DESIGN ARE EVER MORE EFFICIENT, MEET THE STRICTEST REQUIREMENTS OF QUALITY AND SAFETY, AND OFFER A CONSTANTLY IMPROVED ANSWER TO CONSUMER WANTS AND ASPIRATIONS IN THE AREA OF BEAUTY.

955M€ INVESTED IN R&I
497 PATENTS REGISTERED
4100 PEOPLE
21 RESEARCH CENTERS



PRODUCT AND PROCESS DESIGN

HOW ARE THEIR PRODUCTS DEVELOPED AND TESTED?
• THEY ARE TRANSFORMING THEIR RESEARCH AND INNOVATION MODEL WITH GREEN SCIENCES AS A RESULT OF THE KNOWLEDGE THEY HAVE GAINED OVER THE PAST 25 YEARS IN SUSTAINABLE INNOVATION, GREEN CHEMISTRY, AND BIOTECHNOLOGY, AS WELL AS THE NEW OPPORTUNITIES OFFERED BY RECENT DEVELOPMENTS IN THESE FIELDS. THEIR OBJECTIVE IS TO IMPLEMENT A MORAL STRATEGY, STARTING WITH THE ETHICAL PRODUCTION OF RAW MATERIALS AND ENDING WITH THE EXTRACTION OF NATURE'S BEST THROUGH PROCEDURES THAT INTEGRATE SUSTAINABILITY AND CUTTING-EDGE TECHNOLOGY. WITHOUT SACRIFICING QUALITY OR SAFETY, GREEN SCIENCES ENABLE THEM TO DEVELOP SUBSTITUTES FOR PETROCHEMICAL CHEMICALS AND LEARN ABOUT NOVEL BEAUTY BENEFITS.

QUALITY MANAGEMENT AND IMPROVEMENT

EACH AND EVERY ONE OF THEIR ITEMS MUST BE OF THE HIGHEST QUALITY IN TERMS OF PERFORMANCE, COMPONENTS, AND FORMULATION. EACH STAGE OF MANUFACTURING IS FOCUSED ON EXCELLENCE, FROM CAREFUL SOURCING TO PERFECT PACKAGING. THEY PROMISE THEIR CLIENTS AND CUSTOMERS AROUND THE WORLD THE SAME A HIGH LEVEL OF QUALITY AND INDUSTRIAL EXCELLENCE REQUIREMENTS. TO DO THIS, THEY ADHERE TO THE STRICTEST QUALITY STANDARDS AT ALL OF THEIR FACILITIES, PLANTS, AND THROUGHOUT THE ENTIRE PROCESS OF GETTING THEIR PRODUCTS INTO YOUR HANDS.

~100 QUALITY CHECKS ARE PERFORMED ON EACH OF THEIR ITEMS.
> 6 BILLION ITEMS WERE SOLD EVERY DAY, ONE QUALITY AUDIT
600 METHODOLOGIES AND TOOLS FOR PRODUCT PERFORMANCE EFFICACY TESTING
113 TOXICOLOGY SPECIALISTS DEVOTED TO THE SECURITY OF THEIR PRODUCTS



OPERATIONS CHALLENGE

TAKING ACTION TO DEAL WITH THE ISSUES AFFECTING SOCIETY

EXPECTATIONS OF WHAT A COMPANY SHOULD CONTRIBUTE TO SOCIETY HAVE DRASTICALLY SHIFTED DURING THE LAST SEVERAL YEARS. L'ORÉAL WANTS TO BE MORE RESPONSIBLE AND GO BEYOND CHANGING ITS BUSINESS MODEL TO FULFIL THEM. THE GROUP DECIDED TO GO ABOVE AND BEYOND ITS INTERNAL TRANSFORMATION AS PART OF THE L'ORÉAL FOR THE FUTURE PROJECT TO SUPPORT THE CREATION OF SOLUTIONS TO SIGNIFICANT SOCIAL AND ENVIRONMENTAL CONCERNS. TO THAT PURPOSE, IT DECIDED TO SET APART 100 MILLION EUROS FOR IMPACT INVESTING.

TAKING CARE OF THE MOST PRESSING ENVIRONMENTAL PROBLEMS

IMPACT INVESTING IS ETHICAL INVESTING THAT AIMS TO PRODUCE BOTH A FINANCIAL RETURN AND A FAVOURABLE SOCIAL OR ENVIRONMENTAL IMPACT. THE L'ORÉAL GROUP CHOSE TO CONCENTRATE ITS INVESTMENTS ON TWO MAJOR ENVIRONMENTAL CONCERNS AS PART OF ITS L'ORÉAL FOR THE FUTURE PROGRAMME:

- BIODIVERSITY REGENERATION
 - ACCELERATION OF THE CIRCULAR ECONOMY.
- A TOTAL OF 100 MILLION EUROS HAVE BEEN SET ASIDE FOR IMPACT INVESTING THROUGH TWO FUNDS: THE L'ORÉAL FUND FOR NATURE REGENERATION, WHICH SUPPORTS INITIATIVES TO REPAIR DAMAGED ECOSYSTEMS, HAS ALREADY RECEIVED 50 MILLION EUROS, AND THE CIRCULAR ECONOMY FUND, WHICH SUPPORTS INITIATIVES TO REPAIR DAMAGED ECOSYSTEMS, HAS ALREADY RECEIVED 50 MILLION EUROS, AND THE CIRCULAR ECONOMY FUND, WHICH SUPPORTS INITIATIVES TO REPAIR DAMAGED ECOSYSTEMS, HAS ALREADY RECEIVED 50 MILLION EUROS, AND THE CIRCULAR ECONOMY FUND, WHICH SUPPORTS INITIATIVES TO REPAIR DAMAGED ECOSYSTEMS, HAS ALREADY RECEIVED 50 MILLION EUROS, AND THE CIRCULAR ECONOMY FUND, WHICH SUPPORTS INITIATIVES TO REPAIR DAMAGED ECOSYSTEMS, HAS ALREADY RECEIVED 50 MILLION EUROS.



WHY SPEND MONEY ON REHABILITATING NATURE? UP TO 30% OF GREENHOUSE GAS EMISSIONS MIGHT BE SEQUESTERED THROUGH BETTER BIODIVERSITY MANAGEMENT, WHICH IS NECESSARY TO ACHIEVE CARBON NEUTRALITY. HOWEVER, ONLY 3% OF FUNDS ALLOCATED TO PROJECTS THAT PROTECT BIODIVERSITY ARE USED TO COMBAT CLIMATE CHANGE. BY RESTORING NATURAL FOREST AND OCEAN ECOSYSTEMS, PROJECTS SUPPORTED BY THE L'ORÉAL FUND FOR NATURE REGENERATION WILL HAVE A POSITIVE IMPACT ON THE ENVIRONMENT. HOWEVER, THEY WILL ALSO BENEFIT THE COMMUNITIES AND INDIVIDUALS INVOLVED FROM A SOCIOECONOMIC STANDPOINT.



L'ORÉAL HAS ALSO ESTABLISHED THE L'ORÉAL FUND FOR THE CIRCULAR ECONOMY IN RESPONSE TO THE MOUNTING DEMAND ON NATURAL RESOURCES, THE GLOBAL WASTE DILEMMA, AND THE POTENTIAL OF THE CIRCULAR ECONOMY TO HALT CLIMATE CHANGE. THE INNOVATIVE RECYCLING, PLASTIC WASTE MANAGEMENT, AND BIOECONOMY MATERIAL INITIATIVES WILL BE FUNDED BY THIS IMPACT INVESTMENT FUND, WHICH HAS A 50 MILLION EURO BUDGET.