L’Oréal USA at a glance

1953
The year L’Oréal was established in the U.S.

$6b+
in U.S. revenue in 2015

30+
iconic brands sold in the U.S.

10k+
employees in the U.S.

75%
of products sold in the U.S.

400+
U.S. researchers and scientists

Our Products
our passion

L’Oréal has been devoted to the business of beauty for 107 years and today sells more than six billion products every year globally.

DISTRIBUTION CHANNELS
L’Oréal USA products are available across all distribution channels including salons, medi-spas, department stores, mass market stores, freestanding retail stores, e-commerce websites and websites of our authorized retailers. Products are also sold in various travel retail locations such as airports, airlines, cruises, and duty-free shops, among others.

PRODUCT CATEGORIES

“We will rely on strong ethical principles and our talented and committed L’Oréal teams to help achieve our ambitious goal of attracting one billion new consumers by 2020.”

—JEAN-PAUL AGON, CHAIRMAN AND CEO, L’ORÉAL GROUP

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L’Oréal has achieved its leading position through a balance of organic growth and strategic acquisitions. The company has built an iconic brand portfolio that covers every geographic region and fulfills the beauty needs of all consumers. Each brand brings its own rich heritage, unique identity, and complementary expertise, offering a diversity of products for consumers to choose from. The company’s success can be partly attributed to its ability to identify and scale emerging local brands, and many of its most recent acquisitions—Kiehl’s, Clarisonic, Essie, Urban Decay, NYX and Carol’s Daughter—have been focused within the highly competitive American market.
INVESTING IN AMERICA

THE TECHNOLOGY INCUBATOR
Opening its doors in 2012, the incubator is dedicated to testing and launching ground-breaking technology and digital beauty experiences through mobile devices, apps, wearables and more.

THE WOMEN OF COLOR LAB
Created in 2013, this lab focuses on developing new shades and product formulas that address the diverse beauty needs of women of all backgrounds from around the world.

THE CALIFORNIA RESEARCH CENTER
The west coast extension of L’Oréal’s Technology Incubator, this facility partners with top universities, startups and experts in a diverse range of fields to spark new innovations at L’Oréal.

SALONCENTRIC
The premier national distributor of salon professional products, operating in 48 states and with more than 575 locations.

NEW JERSEY

L’Oréal USA Headquarters
Brand Headquarters
Distribution/Assembly Center
Manufacturing Plant
Research/Innovation Site

Kiehl’s
Urban Decay
Baxter of California
NYX Cosmetics
Clarisonic

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“Beauty relies on science. Through innovation and technology, we’re creating products that work for everyone, from every background, from every part of the world.”

—BALANDA ATIS, HEAD OF THE WOMEN OF COLOR LAB

“The science of beauty has always been at the core of L’Oréal’s business. The company has a pioneering legacy in innovation dating back to its founding by a visionary French chemist who invented the first safe hair dye and later the first sunscreen. Innovation remains the driving force behind L’Oréal’s industry leadership and continues to propel the company forward by bringing breakthrough products and technologies to consumers.

L’Oréal opened the doors to its Technology Incubator, based in its U.S. Research and Innovation labs.

L’Oréal continues its dedication to the development of reconstructed skin partnering with Organovo to 3D bioprint skin tissue—a beauty industry first.

“The safety of beauty is our first priority. We do exhaustive tests on every product that’s developed in our labs to ensure that each one meets all safety standards while delivering maximum efficacy.”

—MEGAN ZEMLNER-PAUKER, SENIOR ANALYTICAL CHEMIST
Building a beautiful future

SHARING BEAUTY WITH ALL
L’Oréal’s Sharing Beauty With All program is a global commitment to produce, develop and innovate sustainably. Through this program, L’Oréal has set an ambitious goal of cutting its carbon emissions, water consumption and waste per finished product by 60 percent. By 2020, we will empower every L’Oréal consumer to make sustainable consumption choices while enhancing the beauty of the planet.

LIVING SUSTAINABLY
100% of L’Oréal products will have an environmental or social benefit by 2020

PRODUCING SUSTAINABLY
60% reduction in CO₂ emissions since 2005 in the U.S.

INNOVATING SUSTAINABLY
$35m investment in renewable energy projects

DEVELOPING SUSTAINABLY
52k global jobs created through socially-responsible sourcing program

FOR WOMEN IN SCIENCE
Celebrating its twelfth year in the U.S., For Women in Science is L’Oréal’s global philanthropy program that has awarded 60 postdoctoral women scientists nearly $3 million in grants to support their research.

WOMEN OF WORTH
Celebrating its 10th anniversary, L’Oréal Paris Women of Worth has recognized and rewarded 100 exceptional female philanthropists for making a difference in their communities.

GIORGIO ARMANI FRAGRANCES
For the last seven years, Giorgio Armani Fragrances together with UNICEF Tap Project raised nearly $3 million to provide clean drinking water and basic sanitation to children in more than 100 countries.

KIEHL’S LIFERIDE FOR AMFAR
Since 2010, the annual 12-day motorcycle ride has covered more than 12,000 miles and raised nearly $1.5 million for amfAR, one of the world’s leading non-profit organizations dedicated to finding a cure for AIDS.

GARNIER + TERRACYCLE
Since 2011, TerraCycle and Garnier have provided a national beauty and personal care recycling solution, preventing over six million pieces of waste from entering landfills.

CORPORATE SOCIAL RESPONSIBILITY

VOLUNTEERISM
In 2015, 3,700 L’Oréal USA employees participated in volunteer day, donating 15,000 hours in local communities across the country.

BRAND PHILANTHROPY SNAPSHOT

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Building a beautiful future
Empowering our workforce

“Diversity fosters creativity. It is the collective ideas of our diverse teams and employees that have enabled us to innovate and meet the needs of consumers all over the world.”

—FRÉDÉRIC ROZÉ, PRESIDENT AND CEO, L’ORÉAL AMERICAS ZONE

EDGECERTIFICATION

L’Oréal USA is the first company in the U.S. to be certified with the EDGE (Economic Dividends for Gender Equality) global standard for workplace gender equality. The EDGE assessment, a certification process designed to create an optimal, balanced workplace for men and women, is unique in its universal applicability across industries and countries.

BEAUTY SHAKERS

Beauty Shakers, L’Oréal’s internal innovation competition, fosters employee entrepreneurialism. Employees are encouraged to submit new business ideas and the winners are granted up to $20,000 and the chance to see their project come to life. In the six years since the program began, more than 8,500 employees have submitted 4,500 ideas.

BRANDSTORM

Created in 1992, Brandstorm is a global business competition that challenges college students to create an original marketing strategy. The program has offered more than 80,000 students from more than 46 countries and 360 universities the chance to work directly with top marketing executives to gain hands-on work experience.

SHARE & CARE

Launched in 2014, L’Oréal’s worldwide benefits program guarantees the best workplace practices in welfare, health, parenthood and quality of life for its more than 80,000 employees globally. As part of this program L’Oréal has expanded its maternity leave policy and has implemented a new paternity leave policy.

“I feel lucky that L’Oréal’s paternity leave policy allowed me to take some time away from the office when my son was born and devote it solely to my family.”

—TOM VINCE, VICE PRESIDENT, CONSUMER AND MARKET INTELLIGENCE

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This year, L’Oréal USA will be moving its headquarters to the state-of-the-art Hudson Yards development project on Manhattan’s west side. The new offices are being designed as a connected workplace to create an enhanced collaborative environment that reflects a culture focused on innovation, learning and growth. Specific attention is being paid to our environmental footprint which aligns with the company’s sustainability goals.