

## New innovation centre spearheads L'Oréal research for African continent

L'Oréal has inaugurated its new research and innovation centre to study African hair and skin specificities, as well as the beauty routines and expectations of sub-Saharan consumers.



L'Oréal Formulation Lab

The L'Oréal Research & Innovation Center in South Africa, is the Group's seventh R&I hub globally. It has product development, evaluation and advanced research teams and will employ scientists from the fields of chemistry, chemical engineering, physiology, cosmetology and biochemistry.

Alexandre Popoff, executive vice-president Eastern Europe and Africa, Middle East, said: "Sub-Saharan Africa is one of the fastest growing regions for L'Oréal. Our new research arm in South Africa will solidly enable us to continually create the beauty products of the future for our African consumers, while drawing inspiration from the diverse beauty rituals and the various needs of our consumers on the continent."

Laurent Attal, executive vice-president of Research and Innovation, added: "By opening this new Research & Innovation Center, we are spearheading L'Oréal Research for the African continent. We are showing our determination to go further in innovations for the African beauty market. Our consumer surveys conducted since 2010 and our in-depth studies of skin and hair since early 2000, represent the knowledge base for the development of tailored products for African consumers. We are starting with hair and our ambitions are much broader and cover the body, hygiene, skin care and makeup categories."

### African beauty

The research activity in South Africa started in 2003 with a L'Oréal Evaluation Center focused on consumer knowledge and product assessment. The mission of the brand new Research & Innovation Center is to translate beauty needs and hair and skin knowledge into innovative products ranging from hair care, hair colour, relaxers and shapers to personal hygiene.

The new Research & Innovation Center will also cooperate with the African scientific ecosystem, universities, dermatologists, natural biodiversity centres, as well as hairdressers.

L'Oréal has already introduced key beauty innovations for African consumers, it says. For example, the African beauty brands team has brought to market the black oil technology for hair colour, failsafe relaxers well as skin evenness routines. In addition, customised products such as Hair Food and Makeup, fully adapted to African skin tones, are already offered to sub-Saharan consumers.

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