



共創  
美力未來

CREATING THE FUTURE  
OF BEAUTY



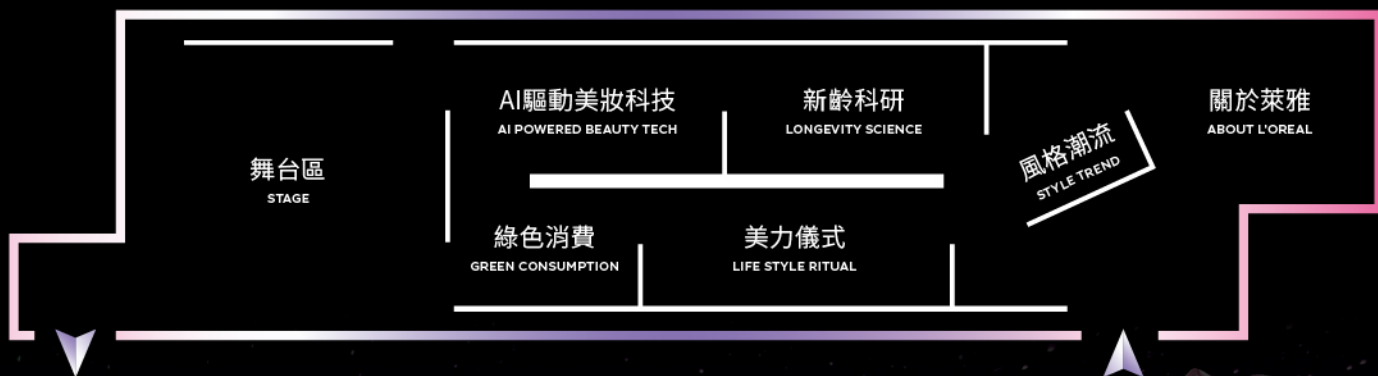
# Seizing Trends, Leading the Market

This exhibition showcases L'Oréal Taiwan's landmark journey of development, combined with market data analysis to unveil the five major beauty trends shaping the future.

These include Style Trend, which encompasses diverse styles from the US, France, Japan, and Korea to empower self-expression; Longevity Science, which leverages innovative research to transcend traditional anti-aging boundaries; AI Powered Beauty Tech, which integrates big data and AI to deliver hyper-personalized experiences; Life Style Ritual, which elevates sensory experiences into emotional value and inner tranquility; and Green Consumption, through which we partner with consumers to fulfill our shared commitment to the planet.

We invite you to expand the horizons of beauty with us and join hands in Creating the Future of Beauty.

## VENUE



# ABOUT L'ORÉAL



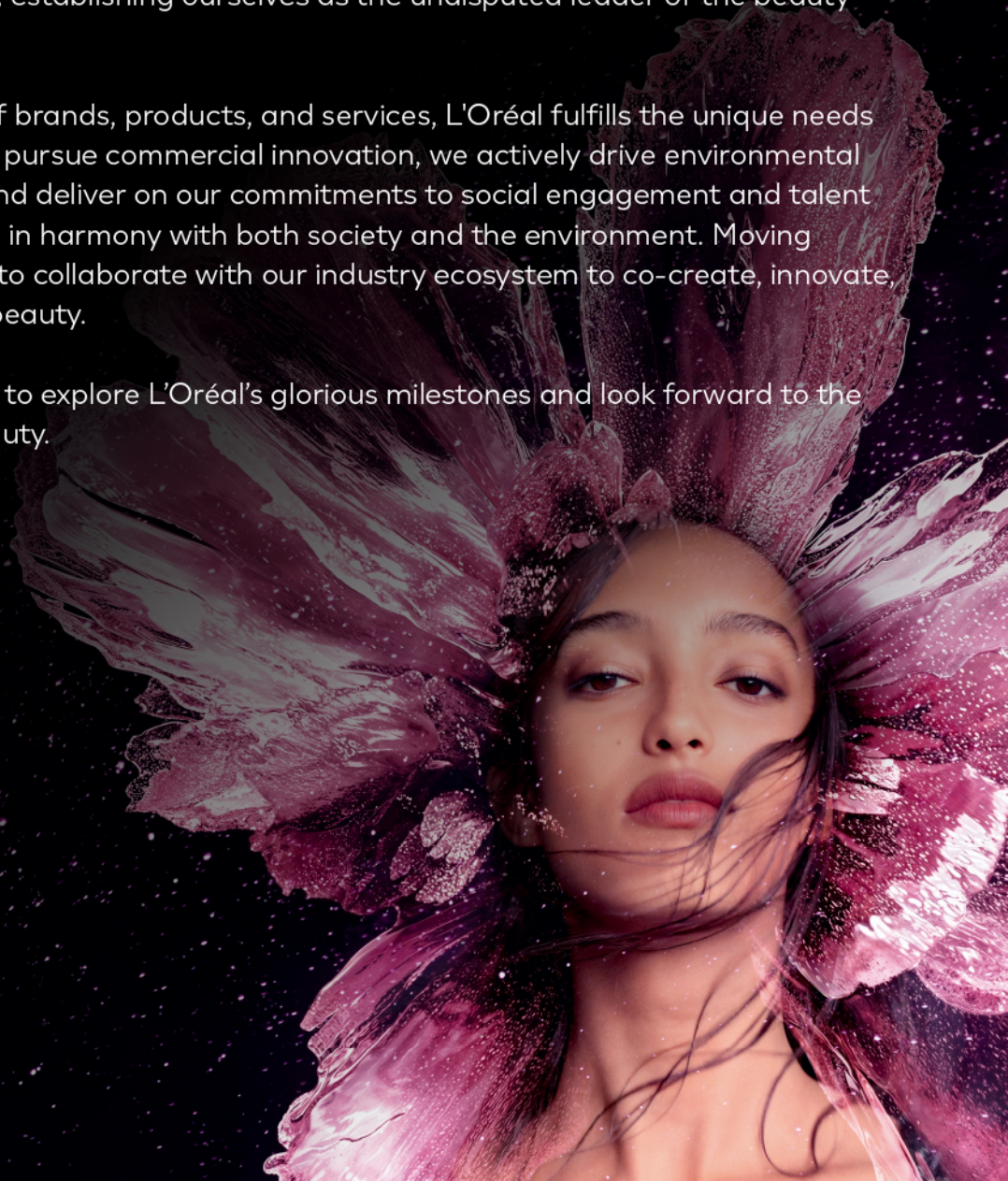
共創美力未來

CREATING THE FUTURE OF BEAUTY

Since 1991, L'Oréal Taiwan has been deeply rooted in the local market, translating the Group's rich heritage of over 115 years and pioneering scientific expertise into local beauty momentum through exceptional foresight and market insights. Over the past 35 years, we have witnessed the transformation of Taiwan's beauty market and have consistently stood at the forefront of trends, establishing ourselves as the undisputed leader of the beauty industry.

With a diverse portfolio of brands, products, and services, L'Oréal fulfills the unique needs of every consumer. As we pursue commercial innovation, we actively drive environmental sustainability initiatives and deliver on our commitments to social engagement and talent development—advancing in harmony with both society and the environment. Moving forward, we will continue to collaborate with our industry ecosystem to co-create, innovate, and evolve the future of beauty.

This exhibition invites you to explore L'Oréal's glorious milestones and look forward to the infinite possibilities of beauty.





## | About L'Oréal Groupe


Starting from 1909, when the founder of L'Oréal Groupe, French chemist Eugène Schueller, created the world's first safe hair dye in his kitchen lab, for more than 115 years, we have devoted our energy and our competencies solely to one business: beauty.

With its unique international portfolio of 40 diverse and complementary brands, it is now the number one cosmetic group globally, providing diverse beauty to people in over 150 countries.

Beauty for all is our goal. We strive to help women and men all over the world fulfill their beauty desires, while understanding and respecting all the nuances in cultures, needs and traditions. For an ever more inclusive beauty.

Beauty is our responsibility. As one of the World's Most Ethical Companies with a strong commitment to sustainability, we champion diversity, equity and inclusion. And has set out ambitious sustainable development goals across the Groupe for 2030 and aims to empower its ecosystem for a more inclusive and sustainable society.

At L'Oréal, we share a common purpose to: create the beauty that moves the world.

- 
- No.1 beauty group worldwide
  - Over 95,000 employees worldwide, including 4,000 scientists and over 8,000 digital, tech, and data experts.
  - Sold over 7 billion products globally in 2025.
  - Achieved sales of €44 billion in 2025.
  - Operates 160 fulfillment centers and 37 factories worldwide.
  - Ranks as the 4th largest advertiser globally.
- 

# L'ORÉAL

TAIWAN

## About L'Oréal Taiwan

Established in 1991, L'Oréal Taiwan has been deepening its roots over a span of thirty five years. Once an imported French cosmetic brand coveted by Taiwanese women, L'Oréal has now grown into the largest beauty company in Taiwan, frequently recognized for its CSR efforts.

L'Oréal Taiwan, adhering from the Group, is dedicated to fulfilling the diverse and personalized needs of beauty consumers, while embodying the spirit of sustainability and social responsibility locally.

In addition to growing and leading the industry, L'Oréal Taiwan fulfills its responsibilities as a corporate citizen through sustainable development. Establishing a corporate model that grows together with society and the environment is L'Oréal Taiwan's commitment to this earth.

Beauty is a powerful force that moves us, and a commitment to us. Over 35 years, together with our employees, consumers, and suppliers, L'Oréal Taiwan continues to create beauty that moves Taiwan and the world.

- 
- No.1 beauty group in Taiwan.
  - Manages a portfolio of 18 diverse and complementary international brands.
  - Employs over 1,200 people, including more than 800 front-line beauty advisors who directly interact with consumers.
  - Sold over 14 million products in 2025.
  - Our products are widely accessible through approximately 1,700 drugstores, around 80 hypermarkets, over 1,100 pharmacies, over 1000 hair salons, 1,250 supermarkets, and more than 600 clinics, furthermore, we maintain a premium retail presence in 52 department stores nationwide, featuring 225 brand counters alongside 5 dedicated street-side boutiques.
  - Provided 185 job opportunities to disadvantaged groups in 2025.

1980

LANCÔME

Introduced Lancôme to Taiwan by agent

1991

Official establishment of "Taiwan Parfume & Beaute Co., Ltd."

1994

L'ORÉAL PARIS L'ORÉAL PROFESSIONNEL PARIS

Introduced L'Oréal Paris and L'Oréal Professionnel



1997

Partnered with Chung-Hua Foundation for Persons with Intellectual Disabilities to launch the "Warehouse Angels" program, providing employment opportunities for underprivileged



1998

KÉRASTASE PARIS

"Taiwan Parfume & Beaute Co., Ltd." was officially acquired by the L'Oréal Group; introduced Kérastase to Taiwan in the same year



1999

Selected as the first market outside Europe to host the L'Oréal Brandstorm student business competition



2000

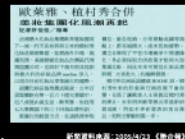
Kiehl's SINCE 1851

Introduced Kiehl's

2002

shu uemura

Introduced Shu Uemura, the Group's first Asian brand



2004

Company officially renamed to "L'Oréal Taiwan Co., Ltd."

2007

ARMANI beauty

Introduced Giorgio Armani Beauty

2008

Presented the inaugural "Taiwan Outstanding Women in Science Award"



2011

YVES SAINT LAURENT BEAUTE

Introduced YSL Beauty

2018

CeraVe DEVELOPED WITH DERMATOLOGISTS

Introduced CeraVe

2019

HR HELENA RUBINSTEIN

Introduced Helena Rubinstein

2022

Achieved 100% renewable electricity across L'Oréal Taiwan offices



2023

SKINCEUTICALS

TAKAMI CLINIC-BORN TOKYO-MADE

Introduced SkinCeuticals and TAKAMI; launched the "Our BEST Garden" Project in Taipei, planting native species to protect the local ecosystem



2024

Aēsop®

Aesop joined the L'Oréal Group

2025

PRADA BEAUTY

Introduced Prada Beauty to Taiwan

2026

3CE STYLENANDA

Introduced 3CE to Taiwan

# STYLE TREND

## Market Trend #1: Style Trend Mastering Diverse Aesthetics, Defining Your Own Self

Taiwanese consumers exhibit a sophisticated and highly mature approach to makeup, mastering diverse aesthetics through a rich portfolio of brand choices and multi-layered application rituals. Over 80% of Taiwanese women have deeply integrated makeup into their daily routines, with an average application of 5.6 steps<sup>^1</sup>. For them, makeup is not merely a routine, but a powerful medium for self-expression and identity.

In 2025, Taiwan's makeup market continues to thrive as a diverse playground, with consumers purchasing from more than 430 cosmetics brands. Western brands maintain their dominant leadership with a 45% market share, closely followed by Japanese brands at 31%. Meanwhile, Korean cosmetics demonstrate robust momentum, capturing a 12% market share with double-digit growth<sup>^2</sup>.

L'Oréal Taiwan captures the pulse of global trends, assembling a comprehensive beauty portfolio with brands from diverse cultural backgrounds across the US, France, Japan, and Korea. From refined elegance and bold avant-garde to effortless, natural vitality, we consistently stand at the vanguard of market trends. Through our diverse makeup and professional hair color portfolios, we empower every consumer with the ultimate freedom to define their unique style and curate their personal look.

<sup>^1</sup>: Beauty Category Penetration Study, conducted by NielsenIQ, surveying 1,400 Taiwanese women aged 15-65 in November 2025.

<sup>^2</sup>: Worldpanel by Numerator Consumer Index, tracking the shopping behavior of 7,000 Taiwanese women aged 15-65 throughout 2025.



# shu uemura



As the pioneer of professional makeup artistry born in Tokyo, Shu Uemura inherits the Japanese philosophy of 守(Shu)-破(Ha)-離(Ri)—transcending traditional rules through master craftsmanship. Guided by the belief that "beautiful makeup starts with beautiful skin," the brand seamlessly fuses the professional colors of the Omotesando atelier with legendary cleansing oil technology. We encourage everyone to break conventions and go beyond boundaries. Here, you are the artist, invited to play with color and embark on a vanguard Tokyo beauty experience.



As the curator of Seoul's trendsetting aesthetics, 3CE champions fashion and charm through a lifestyle of bold self-expression, freedom, and individuality. Empowering Asian women to dare to be unique, 3CE delivers a "no-limit" beauty experience fueled by boundless creativity.



# MAYBELLINE NEW YORK



When makeup transcends mere enhancement to become an extension of attitude, Maybelline New York initiates a new chapter with its brand proposition: "My Makeup, My Edge, My Way." Far more than a slogan, this is a generational manifesto—empowering individuals to highlight every facet of their identity, shifting effortlessly between raw edge and soft grace.

"My Makeup, My Edge, My Way" is not about following trends; it is about self-definition. Beginning with our signature street-chic matte look, Maybelline invites you to courageously express your multi-faceted self—tender today, cool tomorrow; soft-matte or vibrantly bold. Because true trends always begin with authenticity.



# YVES SAINT LAURENT BEAUTÉ



YSL Beauty inherits the brand's legacy of defying gender boundaries and breaking established rules. Centered around the modern spirit of "YOUNG, EDGY, LUXURY," it redefines haute couture beauty for a new generation.

- Young: YSL embraces the free spirit of youth, playing with colors in the most intuitive and vibrant ways.
- Edgy: This is the rock-and-roll rebellion in YSL's DNA, constantly pushing the limits and boundaries of beauty.
- Luxury: Beneath the defiance lies uncompromising French luxury, transforming every application into a sensory, high-fashion ritual.

YSL Beauty is not just makeup; it is a fashion armor for contemporary trendsetters to boldly declare who they are, fearless of conventional judgment.



# L'ORÉAL PROFESSIONNEL PARIS



## Maji FASHION

Maji Fashion from L'Oréal Professionnel Specifically formulated for Asian hair, Maji Fashion features revolutionary color-revealing technology to deliver highly saturated, ultra-translucent matte shades. Post-coloration, hair fibers are left silky smooth with a pearl-like radiance, beautifully embodying French aesthetics and the ultimate elegance of high-fashion hair color.



COLOR CODE

6.08

8.10

12.11

5.8

# LONGEVITY SCIENCE

## Market Trend #2: Longevity Science Unlock Youth for Prolong Life: Redefining Skin's Biological Age

Age is merely a number. The biological age of your skin—which can now be actively managed—is what truly defines your youthfulness.

Driven by innovative technology, Taiwanese consumers' expectations of skincare have shifted from conventional "delay aging" to "strengthening skin vitality." In the ranking of consumer skincare desires, "repair" (56%) and "firming & revitalizing" (51%) have emerged as the most critical demands, second only to hydration<sup>^1</sup>. Furthermore, over 30% of Taiwanese women have undergone aesthetic procedures in the past year<sup>^2</sup>. Consumers are now adopting multi-dimensional approaches to pursue not just a frozen moment of youth, but a vibrant, healthy, and biological skin state overflowing with vitality.

Leveraging pioneering breakthroughs in Longevity Science, L'Oréal develops products tailored to diverse consumer needs, elevating skincare from traditional "anti-aging" to a profound exploration of extending skin cells' healthy lifespan, supporting lifelong beauty:

**Skincare Empowered by Longevity Science:** Developing high-performance anti-aging ingredients and formulations based on rigorous scientific evidence, enhancing cellular vitality at a microscopic level to upgrade daily skincare into cell-level age reversal.

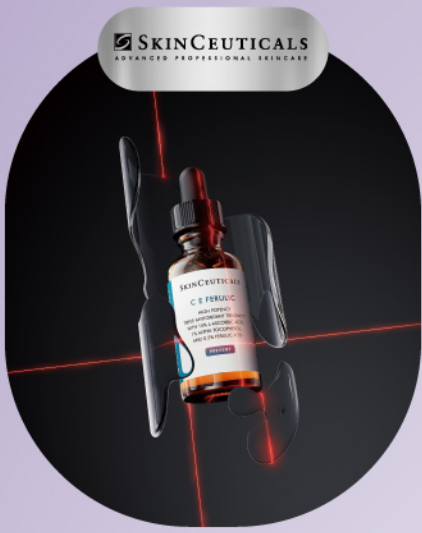
**Aesthetic-Inspired Skincare for Performance Extension:** Grounded in clinical science, we design professional repair products specifically for aesthetic procedures, supporting post-procedure recovery and extending aesthetic results to achieve a perfect synergy between clinical treatments and daily care.

**Post-Procedure Recovery:** Providing precise recovery solutions tailored for vulnerable, post-procedure skin conditions, stabilizing the skin barrier and strengthening its defenses with the essential soothing protection fragile skin needs.

<sup>^1</sup>: Unmet Needs Study, conducted by Kantar, surveying 1,500 Taiwanese women aged 15-65 in November 2025.

<sup>^2</sup>: Beauty Category Penetration Study, conducted by NielsenIQ, surveying 1,400 Taiwanese women aged 15-65 in November 2025.

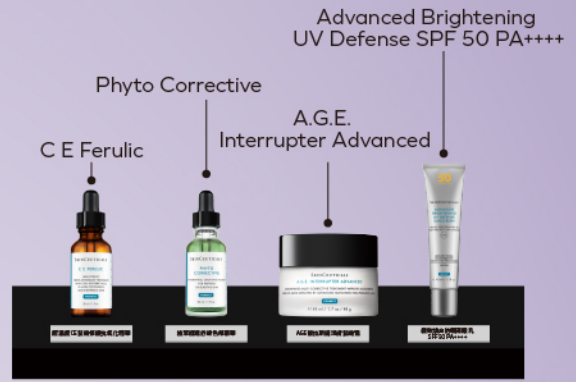




SKINCEUTICALS  
ADVANCED PROFESSIONAL SKINCARE



SKINCEUTICALS  
C E FERULIC  
CE 抗氧化精華  
抗老透亮無極限  
專利抗氧多肽  
濃化 8 倍淨白力



Phyto Corrective  
C E Ferulic  
A.G.E. Interrupter Advanced  
Advanced Brightening UV Defense SPF 50 PA++++



SKINCEUTICALS  
ADVANCED PROFESSIONAL SKINCARE



SKINCEUTICALS  
A.G.E. INTERRUPTER  
ULTRA SERUM  
煥活 4 重膠原精  
活化基底層 減淡細紋  
改善膚質 亮澤膚色  
80% 純度 100% 純度  
100% 純度 100% 純度  
#電波V臉瓶



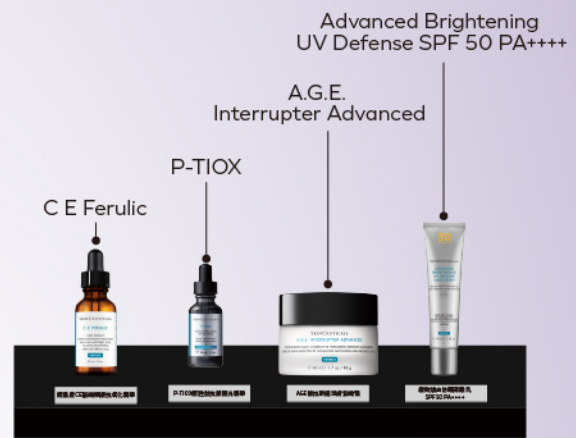
A.G.E. INTERRUPTER  
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A.G.E. Interrupter Advanced  
Advanced Brightening UV Defense SPF 50 PA++++



SKINCEUTICALS  
ADVANCED PROFESSIONAL SKINCARE



SKINCEUTICALS  
P-TIOX  
P-TIOX 維他命C衍生物  
NEW



C E Ferulic  
P-TIOX  
A.G.E. Interrupter Advanced  
Advanced Brightening UV Defense SPF 50 PA++++



Kiehl's  
SINCE 1851



Ultra Facial Meltdown  
Recovery Cream

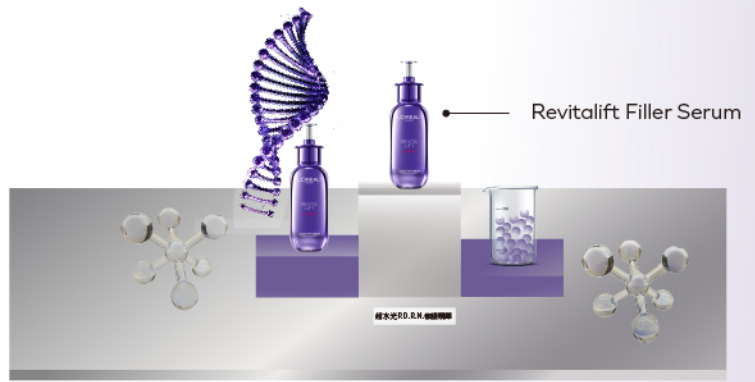


LA ROCHE POSAY  
LABORATOIRE DERMATOLOGIQUE  
理膚實水



CICAPLAST BAUME B5 Reno 40ml  
CICAPLAST BAUME B5 PRO MULTI-REPAIR MASK  
CICAPLAST B5 Repairing Serum

CICAPLAST



# AI POWERED BEAUTY TECH

## Market Trend #3: AI Powered Beauty Tech Unlocking Hyper-Personalized Experiences with Intelligent Computing

Today's consumers navigate a highly fragmented information environment. When purchasing skincare, makeup, or hair care products, they consult an average of more than 6 information channels and spend 7 to 11 days deliberating before making a final purchase<sup>^1</sup>. In this complex decision-making journey, offering a "good product" is no longer enough. To truly resonate and build lasting loyalty, brands must understand individual differences and deliver tailored experiences.

In 2025, online discussions around "Beauty Tech" in Taiwan experienced a staggering 198% surge compared to 2024<sup>^2</sup>, demonstrating that data and technology have become deeply integrated into consumers' beauty selection processes.

As a pioneer in the Beauty Tech industry, L'Oréal harnesses advanced AI algorithms trained on vast databases of real skin profiles. By integrating dermatological research, clinically proven formulations, and individual data, we provide scientifically validated, customized recommendations. In doing so, we act as a highly trusted, personal beauty advisor, realizing a truly hyper-personalized, AI-driven beauty experience.

Furthermore, L'Oréal has actively championed open innovation in recent years. By fostering collaborations with local innovators, we are building a vibrant, co-creative beauty tech ecosystem, injecting new vitality into the industry, and bringing revolutionary product experiences to our consumers.

<sup>^1</sup>: Shopper Journey Study, conducted by NielsenIQ, surveying 2,000 Taiwanese women aged 15-65 in January 2025.

<sup>^2</sup>: eLand Social Listening, tracking OpView social listening data and online discussions in Taiwan throughout 2025.



**Kiehl's**  
SINCE 1851



### Derma-Reader

The newly upgraded Derma-Reader AI Skin Diagnostic System elevates skin analysis from static observation to 3D dynamic modeling, powered by advanced imaging algorithms that won the CES 2025 Innovation Award. Featuring a 15-year future skin trend prediction, it enables proactive skincare targeting the "5 core wrinkles" and "sub-surface invisible spots."

#### | Future Aging Simulation

By applying deep learning to millions of physiological skin images, this innovative system simulates and visualizes the skin's potential aging blueprint over the next 15 years.

#### | Precision Targeting of 5 Core Wrinkles

Focusing on the most difficult-to-reverse areas—forehead lines, crow's feet, nasolabial folds, marionette lines, and frown lines—the high-precision AI quantitative analysis system detects current fine lines and uses structural modeling to identify potential areas of volume loss.

#### | Sub-Surface UV Damage Visualization

Equipped with high-spec optical scanning technology, it penetrates deep into the dermal layer to detect sub-surface melanin accumulation and invisible inflammation, exposing hidden "invisible spot" crises before they surface.

**TAKAMI**  
CLINIC-BORN.TOKYO-MADE



### TAKAMI Skin Truth

"Skin Truth" Begins with Stratum Corneum Health! Supervised by the prestigious TAKAMI Omotesando Clinic, the exclusive "Skin Truth Diagnosis" utilizes our patented "Keratin-Route Analysis" to decode stratum corneum health and help consumers achieve iconic, translucent Japanese skin.

Powered by a proprietary AI algorithm built upon Dr. Takami's 26 years of clinical expertise and nearly 3 million skin profile data points, the device analyzes five core skin dimensions: pores, fine lines, wrinkles, evenness of skin tone, and radiance. Based on these precise results, a bespoke skincare ritual is customized for each individual.

**KÉRASTASE**  
PARIS



### Kérastase K-SCAN Scalp Diagnosis

Unprecedented Personalized Care Powered by High-Tech.

#### | Pro Deep Analysis

Featuring a 4K high-resolution lens and 3 unique light technologies to analyze every detail, from follicle health to sensitivity, ensuring every scalp concern is identified.

#### | AI Data Intelligence

Utilizing a global database of over 12,000+ images for precise scientific diagnosis, instantly identifying your hair and scalp's unique needs.

Customized Prescription: Based on AI insights, we provide a complete 5-step personalized recommendation, tailoring a bespoke French professional care ritual from cleansing to deep treatment.

**LANCÔME**



### Lancôme SHADE-FINDER

A Skin Tone Measurement Technology

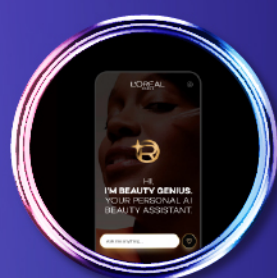
"Identify up to 22,500 shades: the most accurate shade device. By Lancôme."

# L'ORÉAL BEAUTY TECH



## Perso

The world's first AI-powered concept device capable of formulating customized



## Beauty Genius

Originating from "Makeup Genius" in 2014—the world's first smart virtual makeup assistant—this technology has evolved. By 2024, it was capable of providing hyper-personalized skincare and makeup recommendations, along with application tutorials tailored to consumers' daily habits.



## YSL Rouge Sur Measure

The world's first AI-powered personalized lip color device, officially launched in 2021.



## AirLight Pro (Unveiled at CES® 2024)

The world's first professional hair dryer featuring infrared light technology combined with high-speed wind. It dries hair faster while optimizing moisture, leaving hair smoother and more hydrated while reducing energy consumption.



## shu brow (Unveiled at CES® 2023)

A smart brow applicator that analyzes natural eyebrow shapes and facial structures to recommend, simulate, and print perfect eyebrows onto the consumer's face within seconds.



## Cell BioPrint (Unveiled at CES® 2025)

A revolutionary, painless, and non-invasive smart skin testing device that analyzes active skin cells to decode skin health and provide advanced skincare consultations.



## HAPTA (Unveiled at CES® 2023)

An ultra-precise, smart handheld makeup applicator designed for individuals with limited upper limb mobility. Combining built-in microcomputers for intelligent motion control with magnetic attachments, it enables users to apply makeup effortlessly and independently. It was named one of TIME Magazine's Best Inventions of 2023 in the Accessibility category.



## Light Straight + Multi-styler (Unveiled at CES® 2026)

A professional hair styling tool utilizing patented infrared technology and smart light-energy modules. It penetrates the hair core to style hair safely, delivering 3x faster styling speeds and 2x smoother hair without compromising hair health.

# Beauty for All, Beauty for Each, Powered by Tech

Beauty for All, Beauty for Each, Powered by Tech

Through collaboration with artificial intelligence and emerging technologies, L'Oréal Group ensures that cutting-edge beauty tech services are no longer exclusive privileges, but accessible to everyone. As a beauty tech pioneer, we harness technology to enhance accessibility and convenience, delivering frontier personalized experiences directly to consumers on our brand websites, without boundaries.

## Virtual Try-On (VTO) Services



MAYBELLINE  
NEW YORK



Scan to Try On

YVES SAINT LAURENT  
BEAUTE



Scan to Try On

ARMANI  
beauty



Scan to Try On

PRADA  
BEAUTY



Scan to Try On

LANCÔME

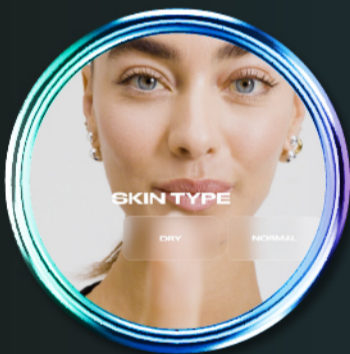
Lancôme e-Shade Finder

Lancôme's exclusive 360° facial recognition and AI technology precisely analyze your skin tone and undertone to find your perfect foundation match.



Scan to Try On

## Online Skin Diagnostics



LANCÔME



Scan to Begin  
Skin Analysis

Kiehl's  
SINCE 1851



Scan to Begin  
Skin Analysis

TAKAMI  
CLINIC-BORN.TOKYO-MADE



Scan to Begin  
Skin Analysis



## Bring Taiwan Innovations To Beauty Tech Ecosystem

L'Oréal BIG BANG Beauty Tech Innovation Program (BIG BANG) was initiated by the L'Oréal Group—the world's largest beauty company—in North Asia in 2020. It stands as Asia's first innovation program dedicated to the beauty tech ecosystem. This program aims to accelerate L'Oréal Group's beauty tech transformation and drive open innovation. By collaborating with cutting-edge startups, BIG BANG leverages frontier technologies to co-create consumer-centric solutions, delivering highly personalized products, services, and experiences.

Beginning in 2024, L'Oréal Taiwan launched its local chapter of BIG BANG, aiming to strengthen North Asia's (China, Japan, Korea, and Taiwan) collaborative innovation energy and propel local startups onto the international stage. In the same year, L'Oréal Taiwan began bringing promising, innovative solutions to the China International Import Expo (CIIE)—one of China's four major national-level exhibitions—to showcase cutting-edge innovations and foster deep business and regional exchanges.

The theme for the 2026 edition is "PIONEER SMART BEAUTY ERA." We aim to discover consumer-centric, innovative solutions that leverage technology to deliver immersive five-sensory experiences, O+O (Online and Offline) retail entertainment, and highly intelligent consumer interactions.

### BIG BANG Partners



### 2026 "Pioneer Smart Beauty Era" Finalists



BearVFX develops hyper-realistic 3D AI virtual humans powered by patented multimodal technology, delivering immersive interactions that alleviate labor shortages while generating valuable offline customer insights.



Deeply rooted in the Asia-Pacific market, Telexpress is dedicated to advancing the true value of enterprise-grade AI customer engagement and platform services. By integrating the strengths of human expertise and AI, we empower brands to create empathetic, human-centric, human-AI collaborative experiences.



Based on AI algorithm and machine vision technology, Optiqb combines hardware "optical screen protector" and the software "real-time 3D conversion engine" to make mobile naked-eye 3D experience for unlimited contents possible.

### 2025 "Phygital Consumer Experience" Winner



#### Speed 3D Inc.

An AI hardware and software systems integrator, Speed 3D specializes in developing AI platforms that merge AR, VLM (Vision-Language Models), and real-time interaction, with applications spanning diverse physical and digital venues.



### 2024 "Green Beauty Consumer Journey" Winners



As a globally leading AR/MR technology company, Jorjin focuses on building world-class XR smart spaces. Through AR/MR, we provide a new mode of interaction that allows users to seamlessly switch between virtual and real worlds, creating diverse application services for the metaverse.



FENC is the world's largest producer of food-grade recycled polyethylene terephthalate (rPET), with rPET production facilities spanning Taiwan, Japan, the US, Vietnam, Malaysia, and Mainland China. FENC actively expands its green capacity, leveraging its advanced technologies and expertise to collaborate with global brands on closed-loop circular recycling projects, turning green circular economy visions into reality.



# GREEN CONSUMPTION

## Market Trend #4: Green Consumption Transparent Sustainability: Implementing Vision into Actionable Engagement

Sustainability is no longer a slogan; transparency now drives purchase decisions. Over 60% of Taiwanese women prioritize sustainability when choosing beauty products. Their primary concerns are excessive packaging with non-recyclable materials (48%), and plastic pollution (39%)<sup>^1</sup>.

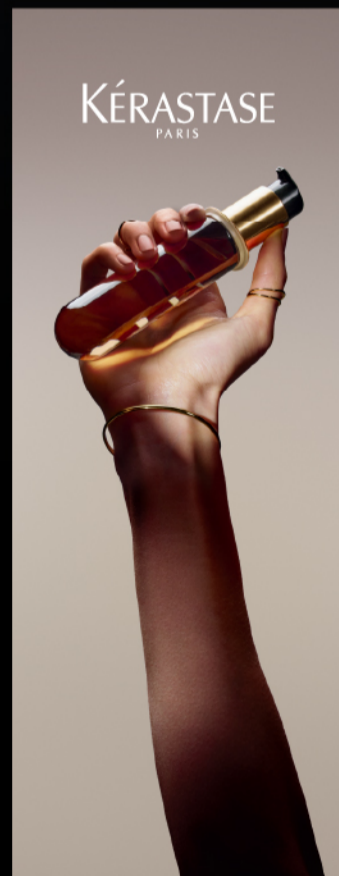
However, there's still gap from words to actions. Consumers want to act sustainably but lack transparent information to assess a product's genuine environmental impact<sup>^2</sup>. For brands, advocacy is no longer enough—providing verifiable data is essential to empower value-driven choices.

Since 2020, we had made multiple actions based on our "L'Oréal for the Future" program with commitment in sustainability and measurable goals. For instance, we embed sustainability into product design to reduce plastic and material usage.

To lead this change, L'Oréal has launched innovative Refillable Packaging Designs. By choosing refill solutions, consumers actively participate in green consumption—co-creating a sustainable ecosystem where beauty and the environment thrive together.

<sup>^1</sup>: Refill Study, conducted by Kantar, surveying 600 Taiwanese women aged 18-65 in January 2026.

<sup>^2</sup>: 2025 Kantar Global and Taiwan Sustainability Sector Index Report.



GENIFIQUE ULTIMATE  
SERUM REFILL

ABSOLUE THE SERUM REFILL

Crema Nera Dual  
Essence Foundation Refill

custom case quad with  
pressed eye shadow (refill) &  
face color (refill)

calligraph ink  
liquid eye liner

brow:sword eyebrow pencil

needle brow

unlimited nude mopo care-in  
powder foundation refill

Hydrating Cleanser  
Refill Pack

LIPIKAR GEL  
LAVANT (Refill)

HYALU B5 SURACTIVATED  
CREAM REFILL

PRADA PARADOXE  
EDP REFILL

Kiehl's Ultra  
Facial Cream Refill Pouch



**SUPER STAY DOUBLE FIXER  
SETTING SPRAY REFILL**



超持久無瑕雙光定妝噴霧  
補充瓶

超持久無瑕雙光定妝噴霧  
補充瓶

超持久無瑕雙光定妝噴霧  
補充瓶

超持久無瑕雙光定妝噴霧  
補充瓶

**SUPER STAY  
BABY CUSHION REFILL**

**L'ABSOLUE ROUG  
CREAM REFILL**



絕對完美唇膏  
補充芯

絕對完美唇膏  
補充芯

玫瑰果糖唇膏  
補充芯

玫瑰果糖唇膏  
補充芯

**Prada Monochrome  
Soft Matte lipstick Refill**

**EDP LE CUSHION REFILL**



恆久完美柔光氣墊粉餅  
補充瓶

恆久完美柔光氣墊粉餅  
補充瓶

超味光凝露

超味光凝露  
補充瓶

**TOUCHE ECL MESH  
CUSHION REFILL**

**PURE SHOTS NIGHT  
REBOOST SERUM(Refill)**

**PRADA CUSHION  
FOUNDATION REFILL**

ELS EXO EXRICH PCH  
REFILL POUCH

ELS EXO PINK PCH  
REFILL POUCH

ELS EXO GOLD PCH  
REFILL POUCH



金鑽髮養油  
金色髮補元色  
金鑽髮養油  
金色髮 90ml  
金鑽髮養油  
粉鑽髮 40ml  
金鑽髮養油  
粉鑽髮 補元色

Chroma Riche  
Bain Refill pouch

Genesis Bain  
Refill pouch

Densifique Bain  
Refill pouch



金鑽髮油山花髮油  
金鑽髮油山花髮油  
金鑽髮油山花髮油  
金鑽髮油山花髮油  
金鑽髮油山花髮油  
金鑽髮油山花髮油

Elixir Ultime  
Refillable Hair Oil

Chronologiste L'Huile  
Refillable Hair Oil

Chroma Absolu  
Refillable Hair Oil

# LIFE STYLE RITUAL

## Market Trend #5: Life Style Ritual Awakening Sensory Experiences to Re-endow Daily Life with Unique Meaning

Under the pressures of modern lifestyles, Taiwanese consumers' pursuit of physical, mental, and spiritual balance continues to expand. Comprehensive "wellness" has been redefined to encompass aesthetic management, dietary, exercise, and mental health. Notably, 81.5% of Taiwanese consumers are willing to invest financially to alleviate stress and anxiety<sup>^1</sup>, while the percentage of the regularly exercising population has reached a record high of 35.6%<sup>^2</sup>. Additionally, the massage therapy industry has grown by over 70% within five years, while psychological counseling clinics and online mindfulness courses have experienced exponential growth<sup>^3</sup>.

Fragrance has emerged as a premier daily choice for Taiwanese consumers seeking to soothe their minds and reconnect with themselves. Incorporating scent into daily life inspires feelings of joy, pleasure, and confidence. Over the past year, 64% of Taiwanese women utilized personal body fragrances, while 49% embraced home fragrance products<sup>^4</sup>. This "therapeutic economy" or "pursuit of comfort" has indisputably become a powerful, non-negligible market force.

To navigate modern environmental stressors, consumers frequently utilize specific objects or routines to cultivate healing rituals for themselves. L'Oréal goes beyond providing external skin nourishment or cosmetic artistry; we empower consumers with beauty products that establish their personal "Life Style Rituals" across three dimensions:

Body — Ritual for Active: From outdoor environment protection to extending the post-exercise dopamine release through invigorating body care routines.

Mind — Ritual for Emotion: Channeling fragrance to shift states of mind, enhance confidence, and manifest individuality.

Spirit — The Spiritual: Re-centering in a peaceful, aromatic sanctuary at home.

By fusing rituals for active, emotional, and spiritual life style, consumers unlock deep emotional value and psychological tranquility. Through our products, we forge profound emotional connections and elevate sensory pleasure across body, mind, and spirit.

<sup>^1</sup>: Global Views Monthly Survey.

<sup>^2</sup>: Sport Situation Survey (2025), Ministry of Physical Education, Executive Yuan.

<sup>^3</sup>: Global Views Monthly Survey.

<sup>^4</sup>: Beauty Category Penetration Study, conducted by NielsenIQ, surveying 1,400 Taiwanese women aged 15-65 in November 2025.



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## Ritual for Active

Never forget to care for your skin before heading outdoors for physical activities. Utilizing sunscreen shields the skin from intense solar radiation and oxidative stress, acting as a vital preventive measure to maintain daily skin stability. Post-exercise, incorporating restorative body care products transforms the soothing bath and shower process into a cornerstone of mental tranquility. Nourished, healthy skin serves as the foundation of inner peace, beautifully extending the positive emotions, dopamine, and serotonin, unlocked by your workout.

# RITUAL FOR ACTIVE



# BIOThERM



### BIOThERM Aquapower Shower Gel

- Gently cleanses while providing instant hydration for both skin and hair.
- It strengthens the skin's moisture barrier and enhances its natural defenses.



### BIOThERM Aquapower Facial Cleanser

- Men's Targeted Facial Wash
- Oil-Free & Deep Purifying: Creates a creamy lather to wash away deep grease while maintaining essential moisture. No dryness or skin pulling.
- Botanical Mint Power: Delivers a crisp, cooling effect to soothe skin and lower surface temperature for ultimate freshness.



## BIOTHERM Aquapower Gel Advanced Moisturizer

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- Engineered for men to conquer oil and pores with a non-greasy finish.
- Infused with Life Plankton™ to hydrate and repair, plus a Multi-Vitamin complex to balance oil-water levels and brighten dull skin for a revitalized look.



## BIOTHERM Aquapower 72 Hour Moisturizer

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- Powered by patented Life Plankton™ and Polar Glacier factors for 72-hour deep hydration.
- This exclusive formula soothes skin and accelerates cell renewal in just two weeks for a revitalized, healthy glow.



## BIOTHERM Aquapower Lotion In Gel

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- 2-in-1 Gel-to-Water Toner.
- Cooling Hydration: Powered by botanical mint extracts to deliver a crisp, refreshing sensation while locking in moisture for a fresh look that lasts.
- Precision Grooming: A hydrating and mattifying toner expertly crafted for the texture and specific needs of men's skin.



LA ROCHE-POSAY  
LABORATOIRE DERMATOLOGIQUE  
理 膚 寶 水

夏卡防曬液家族 全新亮相  
戶外防曬首選安得利

NO.1戶外防曬 油肌適用 抗黑老、更淡斑 極防禦、極溫和

#安得利夏卡 #控油夏卡 #淡斑夏卡 #兒童

LA ROCHE-POSAY  
ANTHELIOS UVMUNE 400 Invisible Fluid SPF50+

Helps reduce and prevent tanning, photoaging, and dark spots, with visible dark-spot improvement and first-of-its-kind protection against ultra-long UVA rays.

LA ROCHE-POSAY  
LABORATOIRE DERMATOLOGIQUE  
理 膚 寶 水

防曬最強防禦科技  
UVMUNE400

吸光度

UVB 短波 UVA 長波 UVA 極長波 UVA\*

一般防曬濾劑

安得利夏卡  
UVMUNE 400  
超強防曬配方

290 320 340 380 400nm紫外線波長

安得利夏卡超強防曬液

## LA ROCHE-POSAY ANTHELIOS UVMUNE 400 ANTI-DARK SPOTS FLUID SPF50+

Powered by innovative MEXORYL 400 sunscreen filter and patented MELASYL brightening technology, it provides very high UVA/UVB SPF50+ protection under intense sun exposure, with reinforced defense against long UVA rays.

LA ROCHE-POSAY  
LABORATOIRE DERMATOLOGIQUE  
理 膚 寶 水

首創UVAIR  
0g空氣感隱形抗曬科技

50%基底精華配方  
玻尿酸+菸鹼醯胺+維他命E

零感空氣膜  
輕如空氣  
控油控汗 清爽不泛白

隱形防護  
高UV防護不殘留

\*指較真實地 91%受試者使用本產品後之自我評估測試結果

## LA ROCHE-POSAY UVAIR Serum Sunscreen

Revolutionary Asia-first SPF50+ air-light serum sunscreen, featuring a minimalist, reassuring formula with very high water resistance, suitable for outdoor sports and water activities for normal to oily skin.





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# Ritual for Emotion

The connection between scent and our sense of smell bypasses intellectual translation, striking directly at the emotional core of our being. Through fragrance, we explore the emotional landscapes that aromas evoke. We use scent to shift our states of mind and project our unique identity, establishing a deep sense of confidence and pleasure.

The creation of every fragrance is a journey that transcends geographical boundaries. Scent molecules of flowers, fruits, and woods harvested from diverse regions carry the memories of their native soils and the warmth of their sunlight, beautifully concentrated within a single bottle.

When these fragrant molecules meet the skin, a quiet transformation unfolds. Body temperature, skin chemistry, and fleeting emotions subtly alter the fragrance's evolution. The same perfume tells a completely different story on every individual, inviting others to explore the endless, nuanced messages that scent can convey.

# RITUAL FOR EMOTION



### **PRADA BEAUTY PRADA PARADOXE EDP**



An avant-garde, weightless white floral signature that redefines classicism. Housed in an iconic triangular bottle, this fragrance captures an enigmatic spirit through a revolutionary structural design. Luminous Neroli and Jasmine collide with the deep tension of Amber and White Musk, creating a vibrant, intimate, and enduring trail of warmth.

### **PRADA BEAUTY PRADA PARADOXE FLORAL**



A visionary reimagining of Jasmine and Neroli. This fragrance subverts traditional floral codes with an ethereal, aquatic, and highly diffusive interpretation. Opening with the vibrant zest of Italian Vert de Bergamot, the scent blooms into a luminous heart of Jasmine-Neroli, finally settling into a weightless trail of Musk and Ambrette. A scent that feels like a second skin, captured in a virtual bloom.

### **PRADA BEAUTY PRADA INFUSION IRIS EDP**



Infusion d'Iris transcends gender with its clean, understated luxury. It reinterprets the prestigious Iris root through a soft, powdery lens, balanced by the freshness of citrus and the resinous depth of Galbanum. Stripped of any excessive sweetness, the fragrance settles into a calm blend of Incense and Cedarwood. The result is a sophisticated, 'literary' scent—unobtrusive, composed, and impeccably refined.

### **YSL BEAUTY LIBRE Eau De Parfum**



LIBRE Eau de Parfum, the iconic feminine perfume now refillable by Yves Saint Laurent. The freedom to live everything with excess. The perfume of a strong, bold and free woman experimenting her freedom extremely. The first floral lavender. The tension between the burning sensuality of an orange blossom from Morocco & the boldness of a lavender from France with a feminine twist. A warm vanilla based adds an event more sensual feeling to the scent, creating this singular trail like a breath of freedom.

### **YSL BEAUTY LIBRE L'Eau Nue Parfum de Peau**



LIBRE L'EAU NUE is a sun-kissed, radiant and sultry scent of long Mediterranean summers on your skin. A succulent blend of juicy citruses and exquisite orange blossom as though they had just been hand-picked from the tree. A skin-loving sillage that lasts all day long.

### **YSL BEAUTY LIBRE Flowers and Flames**



LIBRE FLOWERS & FLAMES is a new sultry floral blast. A sexy warm reinterpretation of Libre, deliberately sensual and floral. The hot and powerful lily from the desert blends with the solar and creamy coco palm tree flower, for a blazing yet comforting scent.

### **ARMANI BEAUTY ARMANI PRIVÉ ROSE MILANO**



ARMANI PRIVÉ ROSE MILANO An homage to Milanese elegance, this fragrance is a couture masterpiece centered on precious Damask rose. Zesty lemon and earthy white musk refine the scent, embodying a sophisticated feminine spirit. It captures the timeless charm of an urban garden, draping the skin in delicate, modern floral grace.

### **ARMANI BEAUTY ARMANI PRIVÉ PIVOINE SUZHOU**



ARMANI PRIVÉ PIVOINE SUZHOU Inspired by the classical gardens of Suzhou, this scent celebrates the majestic red peony. Blended with fresh mandarin and May rose, it releases a radiant Oriental floral aroma. It captures the beauty of blossoms in full bloom, leading the senses on a luxurious, delicate, and ENCHANTING JOURNEY.

### **ARMANI BEAUTY ARMANI PRIVÉ IRIS BLEU**



ARMANI PRIVÉ IRIS BLEU Capturing the soft hues of a Mediterranean dawn, this fragrance elegantly fuses light iris with verdant jasmine. Wrapped in a veil of warm white musk, it portrays the quiet grace of the morning sky and sea, composing a delicate olfactory poem upon the skin.



**PRADA BEAUTY  
PRADA INFUSION DE GINGEMBRE EDP**



Capturing the exhilarating sensation of sliced ginger after a refreshing bath. This fragrance blends the raw, spicy edge of ginger with the translucent sweetness of lemon, creating a sparkling, water-like freshness. Housed in the iconic Prada silhouette and adorned with pale-yellow Saffiano leather, it is a gender-neutral masterpiece that symbolizes the dynamic spirit and radiant energy of nature's finest spice.

**PRADA BEAUTY  
PRADA INFUSION RHUBARBE EDP**



Infusion de Rhubarbe is an exploration of contrast—where playful charm meets refined elegance. A unique floral-fruity composition, it reimagines the vibrant Rhubarb by tempering its tart crispness with the softness of Musk and the zesty brightness of Mandarin. Like every masterpiece in the Les Infusions collection, it offers a transformative experience: a fragrance that is both fresh and evocative, perfectly suiting a personality that is bold, energetic, and unapologetically free.

**PRADA BEAUTY  
PRADA PARADOXE ADICAL ESSENCE**



Born for the multi-dimensional woman, this fragrance introduces a soul-stirring 'Alternative Gourmand' experience. It defies tradition with a daring sweet-and-salty tension: radiant Neroli opens the path to a revolutionary heart of Salted Pistachio, offering a unique nutty sweetness. Anchored by the creamy warmth of Sandalwood, it leaves a profound, sensual trail. A captivating masterpiece that embraces the harmony of contradiction.

**YSL BEAUTY  
LIBRE Berry Crush**



LIBRE Berry Crush is a new fruity floral craving. A delectable reinterpretation of LIBRE's iconic floral lavender, infused with the irresistible juiciness of raspberries.

Sweet yet bold, indulgent yet exhilarating. The taste of freedom, freshly crushed.

**YSL BEAUTY  
LVDP LAVALLIERE**



A luscious fig accord blurring the line between masculinity and femininity, LAVALLIÈRE's refined, graceful sillage is a fragrant tribute to YSL's most flowing accessory, inspiring the most fluid attitude. Just like the supple bow that inspires it, LAVALLIÈRE, composed by the brilliant Annick Menardo, is subtly, elegantly subversive.

**YSL BEAUTY  
Black Opium Eau de Parfum Over Red**



The Coffee Floral signature of Black Opium twisted in a new red sensoriality. The iconic coffee floral accord turns red with a unique and juicy ingredient: the cherry accord. This liquorous note takes the signature of Black Opium into a new fruity universe. Black Opium Eau de Parfum Over Red is a daring creation that awakens the senses

**ARMANI BEAUTY  
ARMANI PRIVÉ FIGUE EDEN**



ARMANI PRIVÉ FIGUE EDEN Inspired by the Mediterranean Eden, this scent honors the legendary fig tree. It blends green fig with citrus sweetness, complemented by elegant fig leaves and iris. Leaving an imprint of sun and sea upon the skin, it invites you to discover nature's mysterious and sweet aromatic secrets.

**ARMANI BEAUTY  
ARMANI PRIVÉ CYPRES PANTELLERIA**

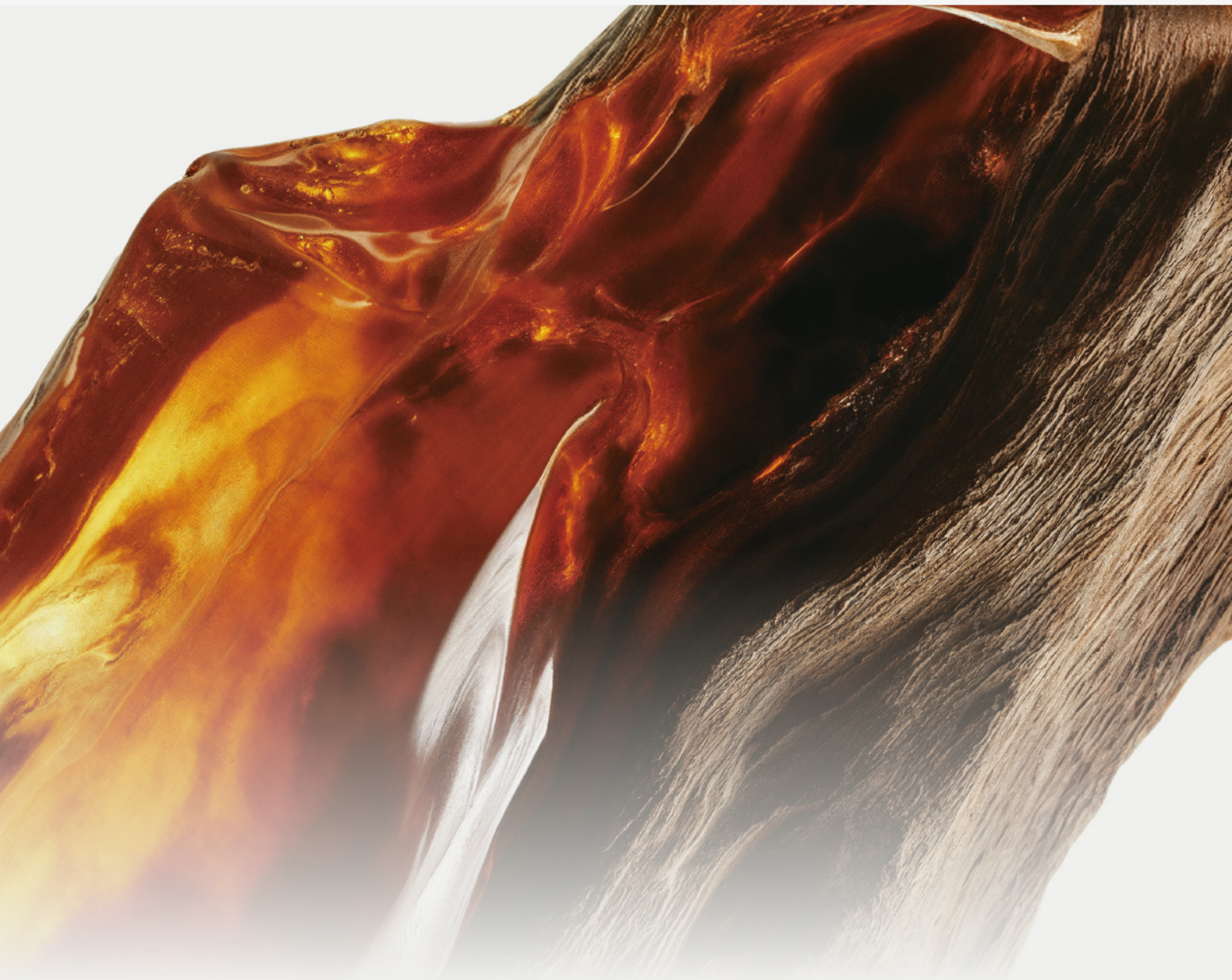


ARMANI PRIVÉ CYPRES PANTELLERIA Inspired by the raw vitality of Pantelleria, this scent captures a dreamy Mediterranean escape. Woody cypress blends with refreshing sea notes and watery citrus, gracefully evoking a soothing sea breeze and sparkling coastal views. It celebrates nature's serene yet vibrant life with every breath.

**ARMANI BEAUTY  
ARMANI PRIVÉ ORANGE MEDITERRANEE**



A luscious fig accord blurring the line between masculinity and femininity, LAVALLIÈRE's refined, graceful sillage is a fragrant tribute to YSL's most flowing accessory, inspiring the most fluid attitude. Just like the supple bow that inspires it, LAVALLIÈRE, composed by the brilliant Annick Menardo, is subtly, elegantly subversive.



**PRADA BEAUTY  
PRADA PARADIGME EDP**



A revolutionary Amber Woody fragrance that defies convention through an Inverted Olfactory Pyramid. This scent prioritizes a profound, steady foundation of Peru Balsam and Guaiac Wood, exuding a mature and composed strength. Unexpectedly, it culminates in the vibrant, youthful energy of Calabrian Bergamot. It is a subversion of the traditional 'rugged' archetype, offering a sophisticated portrait of the modern man.

**PRADA BEAUTY  
PRADA INFUSION SANTAL**



Sandalwood is reimagined through a lens of creamy, lactic purity. This fragrance creates a mesmerizing sensory tension, blending the smooth, velvet-like texture of pale woods with a deep, nearly caramelized amber profile. It is a warm, enveloping embrace reminiscent of the rich, spicy allure of a Chai latte—quietly steady yet provocatively elusive. A scent designed to be savored, time and time again.

**PRADA BEAUTY  
PRADA INFUSION CEDRE**



Capturing the magnetic personality of Cedarwood amidst a landscape of pristine white. This fragrance orchestrates a perfect concerto between the warmth of the woods and the crystalline clarity of the frost. Enveloped in a soft embrace of Iris and Neroli, the deep Cedarwood wanders through a mist of Vetiver and Incense. It is a moment frozen in time—reminiscent of a sun-drenched forest where the snow begins to melt, revealing a trail that is both profoundly warm and impeccably soft.

**YSL BEAUTY  
Cuir Eau de Parfum**



The precious couture material expresses its innate power through an ingredient more precious than gold: sublime oud. Deep, dark and intense as the blackest leather. The epitome of refinement and animal magnetism. To fully express the rebellious elegance of YSL leather, Master Perfumer Fabrice Pellegrin has selected “a true gem”. Extracted from 80-year-old trees using traditional methods, this priceless oud has leathery, animalic, elegant, woody and ambery facets.

**YSL BEAUTY  
MYSLF Eau de Parfum**



At first, a fresh & vibrant accord made of bergamot heart from Calabria and vert de bergamot. At heart, a raw & beating orange blossom absolute heart from Tunisia crafted for YSL beauty. At last, a sensual & textured woods accord made of Indonesian patchouli heart and Ambrofix™

**YSL BEAUTY  
YSL Babycat Eau de Parfum**



In BABYCAT, the pod of the vanilla orchid remembers that, like the leopard, it is a creature of wild nature. To magnify its dark side and tease out its claws, the Master Perfumer has created a sensual, enveloping suede accord combining exotic spices and sizzling resins.

**ARMANI BEAUTY  
ARMANI PRIVÉ THE YULONG**



ARMANI PRIVÉ THÉ YULONG Inspired by the legendary Yulong Mountains, this scent contrasts fresh green tea with smoky black tea. It creates a refined, multi-layered aroma that evokes a stroll through high-altitude tea gardens, offering a sensory journey that refreshes the soul and captures nature's serene beauty

**ARMANI BEAUTY  
ARMANI PRIVÉ VETIVER HIVER**



ARMANI PRIVÉ VETIVER HIVER Inspired by the Winter Palace's greenhouse, this scent pays tribute to Babylon's Hanging Gardens. Fresh vetiver blends with radiant lemon and spicy cardamom, recreating the lush splendor of a historic oasis. It offers a refreshing woody contrast that evokes a sense of glorious wonder and sensory delight.

**ARMANI BEAUTY  
ARMANI PRIVÉ SANTAL DANSHA**



ARMANI PRIVÉ SANTAL DĀN SHĀ Drawing from the tranquility of ancient imperial gardens, this fragrance awakens warm sandalwood with fresh bergamot and cardamom. The cinnabar-hued juice reflects regal aesthetics, creating a dreamy, soothing woody-spicy aroma. It invites you on a mindful olfactory journey through a serene, breeze-swept Oriental landscape.



### **KÉRASTASE** **Chronologiste L'Huile Refillable Hair Oil**

Experience the ultimate luxury in hair care. Infused with precious Myrrh extract and a bespoke Couture Rose fragrance, this formula offers lavish nourishment for every strand.

The refillable Huile de Parfum leaves hair revitalised and moisturized, providing 72 hours of hydration and smoothness while ensuring hair is delicately perfumed for 24 hours. Reveal a radiant glow and recapture the youthful brilliance of your hair.



### **KÉRASTASE** **Gloss Absolu Hair Mist**

A couture floral-fruity mist crafted in Grasse. Features patented sensory-boosting technology to create soft, radiant hair while awakening inner confidence.



### **KÉRASTASE** **Gloss Absolu Hair Oil**

The viral hair oil of the year. Infused with French Wild Rose extract, this ultra-lightweight formula provides 100-hour smoothness and 2x shine without greasiness.



### **L'ORÉAL PROFESSIONNEL** **Absolut Repair Molecular Bi-Phase Oil**

Shake to shine. Rebuild hair molecular structure for 2 years of damage repair, 100 hours of shine & 3-day anti-frizz.

72H Long-lasting fragrance designed by fine fragrance experts with Vanilla, Bergamot & Salty Flower notes.



### **L'ORÉAL PROFESSIONNEL** **METAL DETOX - Professional Concentrated Oil**

A lightweight hair oil with our exclusive Glicoamine technology that acts as a barrier against harmful metals found in water to strengthen hair, add shine, reduce frizz, and provide color protection.

With an addictive fragrance with a unique tech signature, thanks to a memorable citrus top associated with distinctive musky woods.



### **PRADA BEAUTY** **PRADA Paradoxe Hair Mist**

Delicately perfumes the hair with a memorable scent inspired by the iconic Paradoxe Eau De Parfum. This hair-beautifying formula, enriched with Argan Oil and Rice Vinegar, provides a silky touch to your hair with a sensation of real freshness.