

OPEN INNOVATION  
CHALLENGE

# GREEN COATINGS L'ORÉAL

POWERED BY



hello  
tomorrow

APPLY BY JULY 10th



# ARE YOU WORKING IN ONE OF THESE TOPICS?

## ENVIRONMENTALLY-FRIENDLY COATINGS APPLICABLE TO DEFORMABLE MATERIALS

With the following properties:

- Nano-metric to micro-metric thin film formation
- High substantivity for surfaces with different roughness and charges
- Stable to washing and rubbing

## SELF-HEALING MATERIALS

- Stimulated repair of the damage or built in ability to repair damage
- Materials with the ability to induce self-healing capabilities to other surfaces

**APPLY NOW TO CO-DEVELOP YOUR SOLUTION WITH L'ORÉAL**



# WHAT'S IN IT FOR YOU?

## DISCOVER WHAT HAPPENS IF YOU ARE SELECTED:



### MENTORING

Opportunity to connect with industry experts support your project get feedback and improve your solution!



### PARTNERSHIP

Proof of concepts, access to L'Oréal labs when applicable



### KNOW-HOW

L'Oréal extensive expertise in the beauty industry



### KNOWLEDGE

Privileged access to our partner masterclass



### NEW MARKET OPPORTUNITIES

Support to your startup development

**APPLY NOW**



**START YOUR APPLICATION HERE**

**JUNE 6TH**

**Applications Open**

**JULY 10TH**

**Applications Close**

**JULY 18TH**

**Best projects are selected**

Alignment calls between L'Oréal experts and the selected projects to explore potential collaborations

**FROM SEPTEMBER**

**Potential collaborations start!**

**L'ORÉAL**

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Now, more than ever, we need to **identify and capture different external sources of Innovation** in order to face this fast-moving world, satisfy our consumers, keep pace with the acceleration of technologies and meet our sustainability objectives.

That is why our international Research Open Innovation team has been structured with a clear focus on **Deeptech Startups**. It is an incredible ecosystem that fosters disruptive innovation and can create the **Future of Beauty**.

Our role is to explore game-changing technologies wherever they come from, whatever the initial application, and to select those that could fulfil one of our main challenges. Our objective is to **transform the best of science into concepts and the best concepts into beauty and well-being**.

The team brings together both **scientific** (chemistry, biology, green sciences, physics, material sciences, optics, biotechnology...) and **business expertise**.

We are dedicated to startup collaborations to make every partnership a successful journey. We are entrepreneurs and we **support entrepreneurs!**



**L'OREAL IS THE WORLD LEADER IN  
THE COSMETIC INDUSTRY AND  
HAS BEEN A SCIENCE AND INNOVATION  
DRIVEN COMPANY SINCE ITS CREATION  
MORE THAN 110 YEARS AGO.**

INNOVATION  
ENTREPRENEURIAL SPIRIT  
PASSION  
QUEST FOR EXCELLENCE  
OPEN-MINDEDNESS  
RESPONSIBILITY

**APPLY NOW**

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