



L'ORÉAL

RECHERCHE
& INNOVATION

GREEN SCIENCES INCUBATOR

STARTUP CALL

APPLY BEFORE MAY 31st





L'ORÉAL FOR THE FUTURE IS PIONEERING A NEW RELATIONSHIP WITH NATURE

BY 2030...

100%

of our formulas will be evaluated using our environmental testing platform, to guarantee respect for all aquatic ecosystems.

95%

of our ingredients in our formulas will be **bio-based**, derived from abundant minerals or from circular processes.

-25%

of water savings linked to the use of consumer products (on average and per finished product), compared to 2016.

-25%

reduction in greenhouse gas emissions resulting from the use of consumer products, on average and per finished product, compared to 2016.

By 2030, we will **hold flat** the total land occupancy vital to the sourcing of our ingredients, compared to 2019.

[More information on the L'Oréal for the Future program](#)

OPEN INNOVATION TO CARRY OUT OUR GREEN SCIENCES REVOLUTION



L'ORÉAL OPEN INNOVATION

to identify and partner with startups that are developing and scaling up impact technologies.



The **GREEN SCIENCES INCUBATOR**, our operating arm to explore game-changing solutions to meet the challenges of tomorrow.



GENOPOLE BIOCLUSTER

The incubator extended its facilities to benefit from the unique infrastructure of France's first biocluster.

JOIN THE GREEN SCIENCES REVOLUTION

ALONGSIDE THE GREEN SCIENCES INCUBATOR

LOOKING FOR INNOVATIVE SOLUTIONS FOR IMPACTFUL COLLABORATIONS

In order to accelerate our revolution and play a key role in the transformation of the cosmetic industry, the L'Oréal Green Sciences Incubator develops a **tripartite incubation program** between L'Oréal R&I, Genopole and your startup.

L'ORÉAL

Beauty sector
Complete research teams from
Advanced Research to development
Formulation & evaluations

Further collaboration possible after the incubation program:

Collaboration, Co-development,
Investment

GENOPOLE

Biocluster located just south of Paris,
in Evry-Courcouronnes, France. The
incubation is 1-year (renewable).

AND YOU!

CALL FOR INNOVATORS ACROSS 4 DOMAINS

BIO-SOURCED FEEDSTOCK RESILIENCE

INNOVATIVE FEEDSTOCK PRODUCTION

Sustainable methods to produce marine or terrestrial biomass by preserving natural ecosystems
Nature-based solutions for crop resilience and climate change adaptation

NATURAL ECOSYSTEMS MONITORING SOLUTION

Diagnostic and tracking solutions for biotope monitoring at scale

CIRCULAR TECHNOLOGIES

BIO-CIRCULARITY

From agricultural, food & wood co-products or waste

CARBON CAPTURE & UTILISATION

To produce intermediates or cosmetic ingredients

INDUSTRIAL SIDE STREAMS

Circularity from non-valorised streams in existing facilities

WATER MANAGEMENT

IMPROVING WATER QUALITY IN&OUT

Water filtration, natural-based filtration

Water purification, regeneration, recycling and upcycling

WATER HARVESTING

E.g. atmospheric water harvesting for water stress areas

RENEWABLE CARBON INTO VALUABLE MOLECULES

INNOVATIVE FERMENTATION PROCESSES

To unlock efficiency and sustainability potential

FERMENTABLE RAW MATERIALS FOR INDUSTRIAL BIOTECHNOLOGIES

E.g. non-food, accessible at scale and at a price competitive with sugar

EMERGING GREEN CHEMISTRY PROCESSES

E.g. towards new green and non-ecotoxic solvents (volatile and non-volatile)
Mechanochemistry, electrochemistry

YOU ARE THE PERFECT FIT FOR THIS OPPORTUNITY IF...



**YOUR INNOVATIVE
SOLUTION**

You are currently developing an innovative solution for **cosmetic applications**

OR



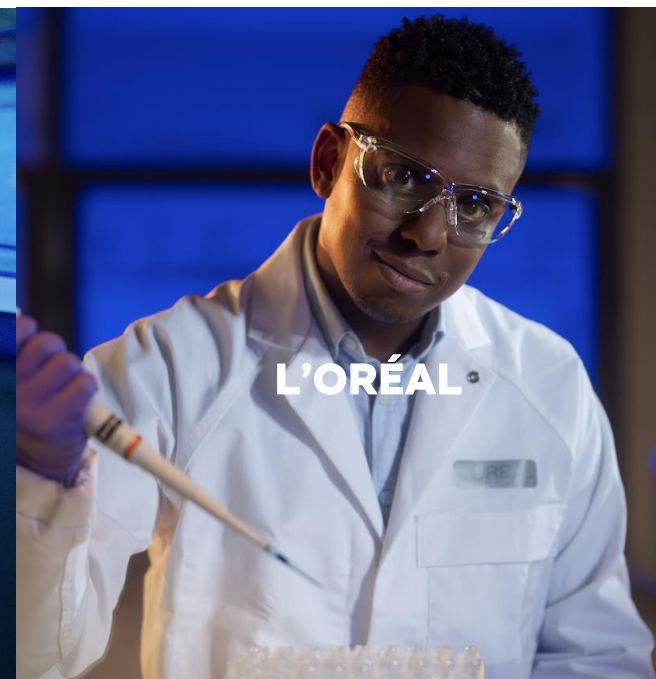
You would like to **transpose your solution in development** to the cosmetics industry



GENOPOLE LAB

You are looking for **unique lab facilities, business support, technological platforms** to bring your solution to the next level

AND



L'ORÉAL

You would like to **collaborate with L'ORÉAL** following your incubation at Genopole

INCUBATION PROGRAM

ALL-INCLUSIVE ACCESS TO GENOPOLE RESOURCES

FUNDED BY L'ORÉAL

BUSINESS SUPPORT PACKAGES

Market access
Fundraising
Key account partnerships
Communication strategy

TECHNOLOGICAL PLATFORMS

25 platforms for research and biotech innovation - diversity to cover the totality of biotech-related research domains

MENTORING

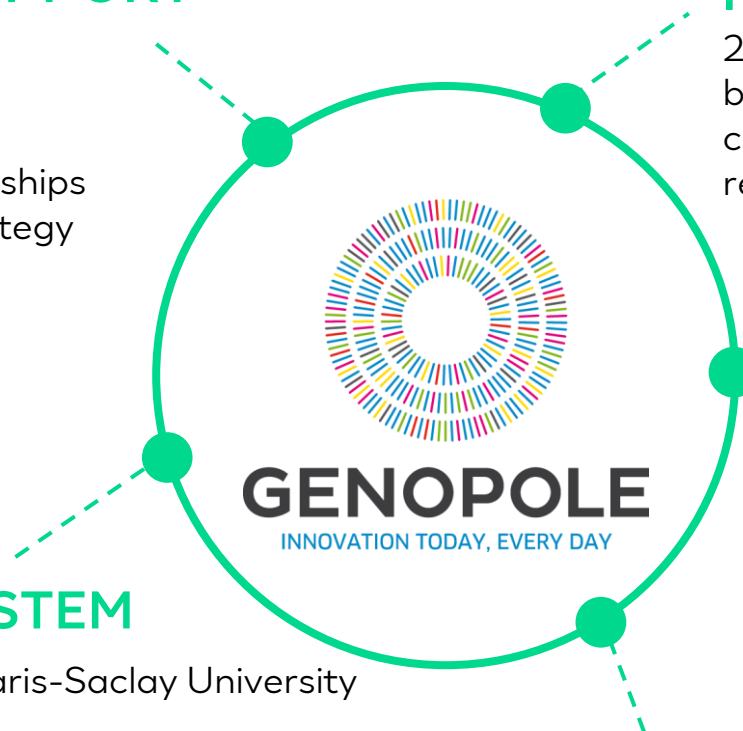
Scientific mentoring
Entrepreneurial mentoring

UNIQUE ECOSYSTEM

Partnership with Evry Paris-Saclay University
65 certified companies
17 academic laboratories

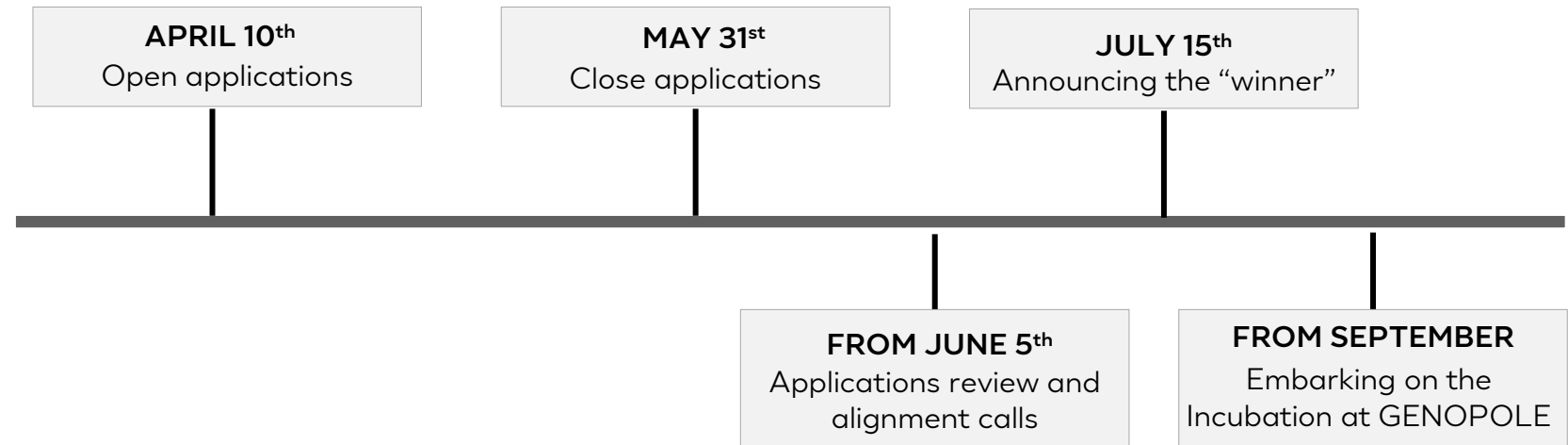
EQUIPPED BIOTECH LAB

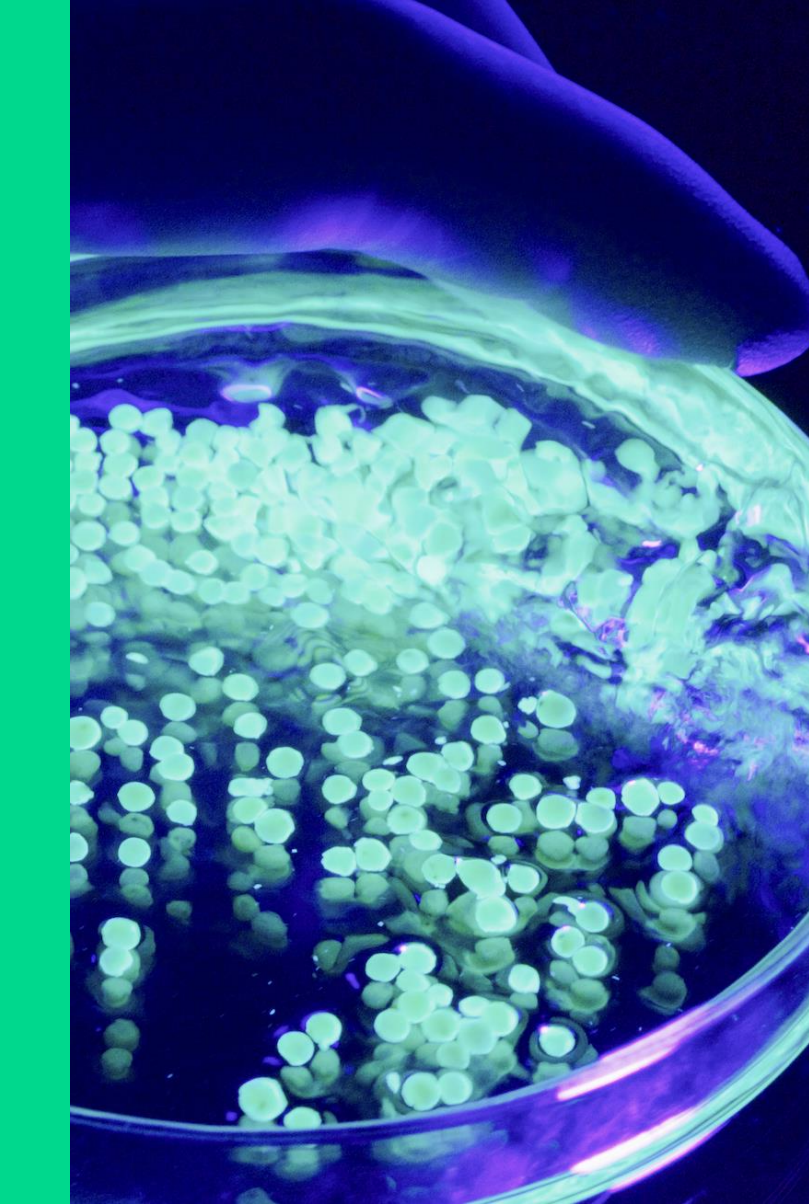
BSL-1 and 2 laboratories





THE NEXT STEPS ARE AS FOLLOWS





“

Working with L'Oréal is a unique opportunity for ALGENTECH. L'Oréal's experts are there to support us and give us a great deal of input on product quality, regulatory aspects, market knowledge, access to the market, etc.

”

ALGENTECH

Incubated at Genopole,
kicked-off a collaboration with L'Oréal in 2023

LET'S INCUBATE THE POWER OF GREEN SCIENCES TOGETHER

APPLY BEFORE MAY 31st