

**The first for a cosmetics company  
Nihon L'Oréal establishes "Materials Innovation Center" with  
National Institute for Materials Science (NIMS)  
~ Accelerate made in Japan open innovation ~**

July 20, 2018

Nihon L'Oréal K.K.

National Institute for Materials Science

On July 20, 2018, Nihon L'Oréal K.K. (Headquarters: Shinjuku-ku, Tokyo; President and Representative Director: Jérôme Bruhat), Japan subsidiary of the world's largest cosmetics company L'Oréal Group, together with the National Institute for Materials Science (Headquarters: Tsukuba City, Ibaraki Prefecture; President: Kazuhito Hashimoto, referred as NIMS) held a signing ceremony in regards to the establishment of L'ORÉAL-NIMS Materials Innovation Center for Science and Beauty where joint research will be conducted.

● **Creating innovative products to meet diverse consumer needs**

The beauty markets in Asia are expected to continue to grow, last but not least because consumers are becoming more demanding and are looking for the perfect solutions to their very diverse Skin and Hair Care needs. Innovative solutions are needed in areas such as Skin Care and protection from radiation and pollution, Hair coloration for dark hair and styling of long hair. L'Oréal has a number of brands which are addressing those needs with solutions designed specifically for Asian consumers. Each year, L'Oréal invests substantial resources into the science behind the products, aiming to create products with unrivalled performance in the hands of its consumers.

Nihon L'Oréal's Research and Innovation Center in KSP (Kawasaki City) is a strategic innovation hub for L'Oréal. It covers the entire scientific innovation chain, from advanced and applied research, to product development and evaluation.

Now, L'Oréal Group established a collaborative research center in cooperation with the National Institute for Materials Science (NIMS), Japan's sole national laboratory dedicated to materials science. The aim of the collaborative center is to create breakthrough scientific solutions, which will be providing significant performance improvements of cosmetic products for Skin and Hair.

The new joint research center will be able to draw both from the advanced scientific research for new materials, which is a hallmark of the NIMS, as well as from L'Oréal's extended knowledge in Skin, Hair and product science. The joint research center will help to substantially accelerate the transfer from principal scientific insights into marketed products.

During the first three-year plan period (FY2018-2020), the joint research center will concentrate on creating and utilizing smart polymers, for Hair Care products which will address consumer needs in areas such as hair styling and color. Thereafter, possibility of using novel materials for advanced skin care and protection will also be considered. In addition, Nihon L'Oréal will also be able to obtain new insights in the structure and functional mechanism of cosmetic materials, through the use of a wide range of NIMS' cutting-edge analytical facilities. First product launches, using smart polymer technology and knowledge are planned in less than four years from now.

● **The first cosmetics company to establish a joint research center with NIMS**

NIMS has set up on its premises joint research centers with companies at home and abroad in various fields including electronics, chemistry, metallic materials, and automobiles. Through this partnership with Nihon L'Oréal, this will be the first time for NIMS to have a joint research center with a company from the cosmetics industry. To ensure that the Materials Innovation Center will be operated strategically on a long-term basis,

responsible officials will be assigned from both Nihon L'Oréal and NIMS. It will begin operations from July 20, 2018. Approximately 150 million yen will be invested over the next three years. Nihon L'Oréal will also apply itself to career development for the next-generation. It will nurture students and postdoctoral researchers that NIMS accepts through the project, and will provide them with opportunities to participate in Nihon L'Oréal research initiatives.

- **Accelerate made in Japan customer-centric open innovation that create business opportunities**

Nihon L'Oréal Research & Innovation Center, positioned as a strategic innovation hub, has offered revolutionary products transforming beauty rituals based on its more than 35 years of research achievements in hair care, skincare, and makeup products. Under the company's vision and values "**Empowering All to Live Beautifully. From the World to Japan. From Japan to the World,**" in order to jointly create even more groundbreaking innovations with a consumer-centric approach, it has actively promoted open innovation with University of Tokyo, Kyoto University, RIKEN, and other institutions for the past ten years. Nihon L'Oréal also cooperates strongly with Japanese material companies, seeking to utilize their advanced technologies in products of unique performance for the consumers. In 2017, Nihon L'Oréal was the first cosmetics company to partner with DMM.make AKIBA to realize product development utilizing its Japan's largest manufacturing support facility. The establishment of the joint research center with NIMS, will further accelerate its efforts towards made in Japan open innovation in the leading-edge research field, and create new business opportunities in Japan, Asia, and the world.

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**Nihon L'Oréal (<http://nihon-loreal.jp>)**

Started its business in 1963, thereafter in 1996 established Japan subsidiary Nihon L'Oréal K.K. The company has 2,500 employees carrying out business in import, manufacturing, sales and marketing of cosmetics products. Including the above brands, 18 brands are currently present in Japan. The Nihon L'Oréal Research & Innovation Center (Mizonokuchi, Kawasaki City) – L'Oréal Group's first research and innovation center in Asia was opened in 1983, and serves as an innovation hub for Japan and Asia. The center boasts a full-fledged research function from advanced, applied, development to evaluation with over 200 researchers of which 56% are women.

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**National Institute for Materials Science (NIMS) (<http://www.nims.go.jp/index.html>)**

NIMS was merged from two National Research Institutes -the National Research Institute for Metals and the National Institute for Research in Inorganic Materials - in April, 2001, and promoted to a Designated National Research and Development Institute in 2016 as an institute to produce R&D results at the highest global standards, NIMS is engaged in research and development of materials that meet social needs for reducing environmental burden and energy load and establishing safe and secure social infrastructure, with the aim of enhancing Japan's standard of material science technology.

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