L'OREAL
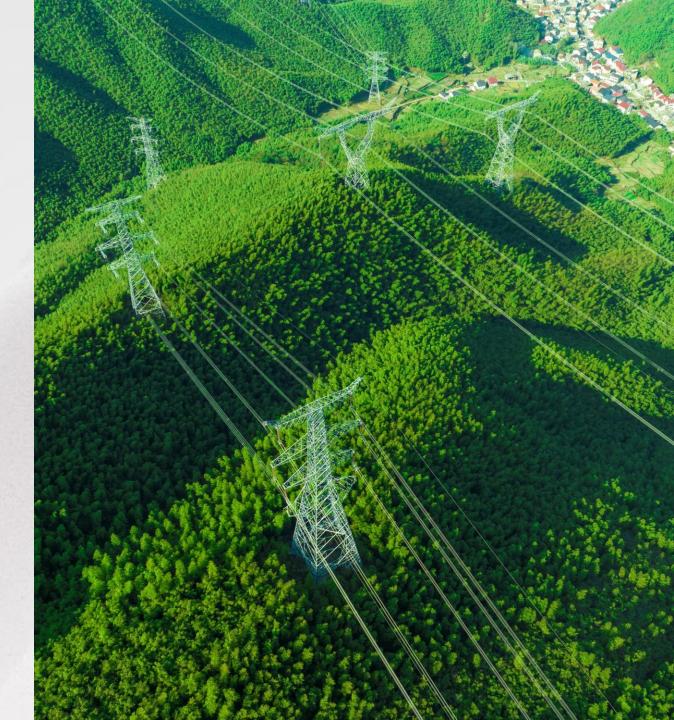
EcoDesignCloud

The client

- L'Oréal S.A. is a French personal care company headquartered in Clichy, Hauts-de-Seine, with a registered office in Paris. It is the world's largest cosmetics company.

- L'Oréal currently markets over 500 brands and thousands of individual products in all sectors of the beauty business: hair color, permanents, hair styling, body and skincare, cleansers, makeup, and fragrance.

The challenge

- To support the sustainable management and development of its point-of-sale (POS) materials at every stage of their lifecycle.

- Throughout the supply chain, provide a trusted calculation of their environmental impact.

EVIDEN

L'OREAL

AI-powered SaaS platform

The solution

- L'Oreal will use Eviden's new AI-powered SaaS platform to support the sustainable management and development of its point-of-sale (POS) materials at every stage of their lifecycle and throughout the supply chain, providing a trusted calculation of their environmental impact.

- EcoDesignCloud enables users to not only collect and measure the CO_2 emissions and environmental impact of POS materials quickly and easily, providing 16 Product Environmental Footprint (PEF) impact indicators, but also to eco-design.

- new ones and accelerate decision-making by simulating and comparing different business cases to reduce environmental impact.

- Using the internationally recognized PEF methodology, EcoDesignCloud assesses a customer's whole supplier ecosystem, enabling it to choose point-of-sale materials with the lowest environmental impact.

- Technology used: AWS, Stripe, Python, JavaScript

The impact

- Environmental footprint reduction in retail with Eviden's Eco Design Cloud, lowest environmental impact.

- Support Loreal in their sustainable development objectives.

Why Eviden?

- EcoDesignCloud is part of Eviden's portfolio of sustainability solutions, which is dedicated to supporting its customers in all industries to accelerate their decarbonization and CSR goals.

- Our EcoDesignCloud offering brings together our 20+ years of experience and expertise in data, cloud, artificial intelligence and security, to help our customers meet Loreal's sustainability targets and ambitions with an innovative solution that has a real impact.

EVIDEN