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Press Release

## The Incubateur HEC Paris and The L'Oréal Beauty Tech Accelerator Join Forces to Launch a Dual Startup Support Program At Station F

4 years after joining Station F and supporting nearly 50 startups, the L'Oréal Accelerator - the L'Oréal Beauty Tech Atelier – will now propose a joint program with the Incubateur HEC Paris to extend its support and connect the best of Beauty Tech with the best of Entrepreneurship.

Creating these training and collaboration bridges is the result of a common ambition between the L'Oréal Beauty Tech Atelier and the Incubateur HEC Paris: **to bring more and more value to entrepreneurs and startups for an unequalled acceleration.**

Two cohorts of a dozen international tech startups will benefit from tailor-made double support. The aim of this alliance is to accelerate international projects in order to create a more inclusive, responsible and transparent beauty of the future.

*"The Open Innovation culture carried by the L'Oréal Group is based on identifying and supporting the most promising startups in Beauty and Technology, in order to co-create together the beauty that moves the world. The alliance with the Incubateur HEC Paris, a recognized leader in entrepreneurial support, allows us to offer our partner startups a unique and complementary dual program combining personalized mentoring and customized expertise. Together, we provide the conditions to reveal the potential of the best innovations that will both transform the beauty experience of our consumers as well as meet their societal and environmental expectations,"* explains Sanda Mosanu, Global Head of Digital Open Innovation, L'Oréal.

*"L'Oréal is a long-time partner of HEC Paris and the Innovation & Entrepreneurship Center, and our relationship will be strengthened by this new collaboration between L'Oréal Beauty Tech Atelier and the Incubateur HEC Paris. By combining L'Oréal's sector expertise and our know-how in terms of entrepreneurial support, we have all the cards in hand to develop the best program to propel the program's startups into the world",* adds Antoine Leprêtre, Director of the Incubateur HEC Paris.

### **About L'Oréal Beauty Tech Atelier:**

The startups' accelerator operated by L'Oréal at Station F since January 2018 is part of L'Oréal Groupe's digital Open Innovation strategy. This 6-months program aims to support a cohort of ten among the most promising BeautyTech startups each semester. L'Oréal provides campus access to the Station F ecosystem, customized mentoring as well as access to training and networking alongside internal and external experts. The most innovative solutions are piloted internally and may lead to partnerships between the start-up and the Group's brands.

### **About HEC Paris:**

Founded in 1881, HEC Paris is a leading European Business School. Its ambition is to positively impact both businesses and society thanks to its three-pronged approach "**Think, Teach, Act**" and thus to contribute to a more inclusive, sustainable and prosperous world.

With 160 research professors from all around the world producing and teaching unique knowledge to **more than 4,500 students from 110 different countries**, the HEC Paris campus serves as a real laboratory for innovation and exchange which is open to the world's diversity and challenges.

Inspired by its 5 core values -**Excellence, Curiosity, Entrepreneurial spirit, Diversity and Responsibility**- HEC Paris offers a complete range of training courses for the leaders of tomorrow: the Pre-Experience Program, specialized masters, MSc, the Summer School, the MBA, the Executive MBA, the TRIUM Global Executive MBA, the PhD, as well as a wide variety of programs targeted to leaders and managers.

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For more information on the Beauty Tech Atelier : <https://www.loreal.com/fr/science-et-technologie-beaute/l-oreal-open-innovation/participer-programme-open-innovation/>