
L'Oréal China and Alibaba Group “Green New Retail” Project Signing Ceremony

With the witness of China Premier Li Keqiang and French Prime Minister Édouard Philippe



(June 25th, 2018, Beijing) - On the occasion of French Prime Minister Édouard Philippe's visit to China, L'Oréal China CEO Stephane RINDERKNECH and Tmall President Jing Jie signed the letter of intent for the “Green New Retail” project at the Great Hall of the People with the witness of China Premier Li Keqiang and French Prime Minister Édouard Philippe.

L'Oréal Group always attaches great importance to Sustainability. In 2017, L'Oréal China joined Alibaba Group's green logistics initiative "Green Alliance" to tackle the growing amount of packaging waste. In 2018 L'Oréal China decides to launch together with Alibaba Group a “Green New Retail” project by providing tape-less delivery boxes for all the e-commerce business handled directly by L'Oréal logistics. This project includes using foldable no tape FSC certified paper boxes and using plastic free accessories: no plastic fillers or other biodegradable materials. Alibaba Group will provide suggestion on suitable biodegradable fillers and materials for delivery boxes. L'Oréal and Alibaba hope to achieve 100% recyclable delivery boxes and reduce the use of plastic materials through this project.

This is L'Oréal China's another important commitment in terms of sustainable development after L'Oréal China signed the letter of intent for “Green Production” with Suzhou Industrial Park Management Committee when French President Macron visited China in January, 2018.

As the world largest cosmetics group, L'Oréal has made the commitment “Sharing beauty with all” and set ambitious targets for innovation, production, consumption and development, which run through the value chain. In China, L'Oréal keeps innovating and creates a special path for sustainable development. From innovating renewable materials and continuously improving packaging, to reducing environmental impact to minimizing the energy cost and pollution emission during production; from actively protecting the Earth, to taking lead in giving back to the society through CSR programs, L'Oréal China has been actively implementing its commitment of sustainable development.

On the signing ceremony, Mr. Stephane said, “This year is the 21st anniversary of L'Oréal China and also the 40th anniversary of China's reform and opening up. Benefited from the ever-stopping active and opening marketing environment in China, we achieved steady development and became the leader of China beauty market, and became one of the most well-known French company. As the leader of consumer industry, L'Oréal has always put

sustainable development on important strategic place. While strictly follow sustainable innovation production and development, we also largely promote green lifestyle and green consumption. The purpose of the 'Green New Retail' project we cooperate with Alibaba is to lead the new habit of green life through practical actions and contribute to building a beautiful China.”

Nowadays, green development has become an important trend. Ecological civilization construction becomes the key of realizing beauty China dreams. L'Oréal will actively response Chairman Xi's call “Lucid waters and lush mountains are invaluable assets”. Shouldering the mission of “beauty for all”, L'Oréal will spare no effort to fulfill Chinese consumers' expectation to a better life, as well as to build a strong, democratic, culturally advanced, harmonious, and beautiful China.
