



● BEHAVIORAL CAMPAIGN & SUSTAINABLE PRODUCTS



WHY

L'Oréal took part in the French National Environmental Labelling Experiment, to help consumers choose more sustainable products by introducing clear labels on pack.

HOW

- L'Oréal piloted an eco-label on its entire range of Garnier Ultra Doux products showing the water use, CO₂ emissions and water pollution impacts of the product's production.
- The labels translated the impact into everyday life equivalents e.g. meters traveled in a car.

BUSINESS VALUE

 REPUTATION	Brand sentiment – Consumers indicated that they liked the eco-label initiative.
 INNOVATION	Technology – The company learned how to execute a life-cycle analysis, understand the associated time demands, and how to better communicate the results to consumers.

CONSUMER VALUE



FUNCTIONAL

Consumers reported that the use of equivalents from daily life helped them evaluate the products' environmental impacts.



EMOTIONAL

Feedback showed that consumers liked the new eco-labels.

RESULTS

- The experiment generated high quality insights to inform the government's approach. Source: L'Oréal Interview.