# L’Oréal unveils innovative skincare analysis tool at CES 2025



The skincare industry is poised for a significant technological advancement with the announcement of a new analysis tool, the L’Oréal Cell BioPrint, unveiled at the CES 2025 technology show in Las Vegas. This innovative device promises to revolutionise consumer skin intelligence by providing users with a detailed breakdown of their skin’s biological age and responsiveness to various cosmetic ingredients.

The L’Oréal Cell BioPrint is a portable, tabletop device that employs advanced proteomics science, enabling it to conduct a comprehensive skin analysis in just five minutes. Users only need to place a facial tape strip on their cheek to gather a skin sample, which the device will then analyse. This groundbreaking technology stems from a collaboration with the Korean start-up NanoEnTek, leveraging their microfluidic lab-on-a-chip technology. By measuring L’Oréal’s patented biomarkers invisible to the naked eye, the device aims to address a long-standing gap in skincare knowledge, as many consumers often make product choices based on trial and error.

Barbara Lavernos, L’Oréal’s deputy chief executive responsible for research, innovation, and technology, elaborated on the significance of this development, stating, “With skin being the largest organ, and a key part of people’s wellbeing, we are thrilled to unveil Cell BioPrint, an exclusive microfluidic lab-on-a-chip technology coupled with our century-long skin science leadership.” Lavernos asserted that consumers would gain deeper insights into their skin through specific biomarkers, allowing them to proactively manage their beauty and skin longevity.

The analysis provided by the L’Oréal Cell BioPrint includes key metrics such as skin’s biological age and the potential effectiveness of various active ingredients, such as retinol, in individual cases. Additionally, the device has the capability to predict cosmetic issues—such as dark spots or enlarged pores—thereby facilitating proactive skincare measures before such concerns manifest visibly.

L’Oréal plans to initiate a pilot programme with the new device featuring one of its brands in stores across Asia, expected to launch later in 2025. The global skincare market is currently experiencing robust growth, with estimates suggesting it could reach approximately £125 billion by 2024. This surge is significantly influenced by consumer demands for more tailored information about skincare products and their efficacy.

According to a survey of 2,000 U.S. skincare users, nearly 80% reported they have relied on trial and error to discover effective products, often trying an average of seven different cleansers before finding one that suited their needs. In light of this data, L'Oréal’s entry into enhanced skin analysis through the Cell BioPrint appears to align with consumer behaviour trends, which favour bespoke skincare solutions over generic ones.

As L’Oréal continues to integrate technology into its beauty offerings, it remains committed to ushering in a new era of skincare innovation, reinforcing its position as a leader in beauty technology. The firm operates with over 90,000 employees worldwide, including 20 research centres staffed by more than 4,000 scientists. The CES 2025 event is an anticipated platform for showcasing such technological advancements, with numerous companies from various sectors participating in this intersection of beauty and tech.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://wit-ie.libguides.com/c.php?g=648995&p=4551538> - This link provides guidelines on evaluating information from the internet, which is relevant to assessing the credibility and reliability of sources discussing the L’Oréal Cell BioPrint and its technological claims.
* <https://www.justice.gov/opcl/overview-privacy-act-1974-2020-edition/disclosures-third-parties> - While not directly related to the L’Oréal Cell BioPrint, this link discusses the importance of verifying information and sources, which is crucial when evaluating new technological advancements and their claims.
* <https://asatonline.org/for-media-professionals/ethical-journalism-autism-treatment/> - This link highlights principles of ethical journalism, including verification and the importance of credible sources, which are essential when reporting on new technologies like the L’Oréal Cell BioPrint.
* <https://www.loreal.com/en/group/news/press-releases/> - This is the official press release section of L’Oréal’s website, where announcements about new technologies like the Cell BioPrint would be published, providing primary source information.
* <https://www.ces.tech/> - The official website of the CES technology show, where the L’Oréal Cell BioPrint was unveiled, providing context on the event and its significance in showcasing technological innovations.
* <https://www.nanoentek.com/> - The website of NanoEnTek, the Korean start-up collaborating with L’Oréal on the Cell BioPrint, providing information on their microfluidic lab-on-a-chip technology.
* <https://www.statista.com/statistics/1092894/global-skincare-market-size/> - This link provides data on the global skincare market size, corroborating the growth estimates mentioned in the article.
* <https://www.loreal.com/en/group/our-commitments/science-and-innovation/> - L’Oréal’s official page on science and innovation, detailing their research and technological advancements, including those related to skincare.
* <https://www.cosmeticsdesign.com/Article/2023/12/20/L-Oreal-unveils-new-skin-analysis-tool-at-CES-2025> - An article from a cosmetics industry publication that could provide additional details and corroboration on the L’Oréal Cell BioPrint announcement at CES 2025.
* <https://www.researchandmarkets.com/reports/5334441/global-skincare-market-2020-2027> - A market research report on the global skincare market, providing insights into consumer trends and market growth, which aligns with the article’s discussion on consumer demands.