# L’Oréal partners with IBM to revolutionise beauty formulation with AI



In a significant step towards merging beauty with cutting-edge technology, cosmetics giant L’Oréal has announced a strategic partnership with IBM to enhance its use of artificial intelligence (AI) in product formulation. The collaboration aims to tap into advanced generative AI expertise offered by IBM to glean new insights from cosmetic formulation data, with a focus on utilising sustainable raw materials and optimising energy and material usage.

Under this alliance, L’Oréal intends to develop a bespoke foundational AI model, specifically tailored to augment the capabilities of its Research and Innovation teams. The overarching goal of this initiative is to elevate consumer satisfaction and performance across all categories of cosmetics and in every region worldwide. This foundational formulation model is regarded as a pioneering endeavour, as both companies assert that it will set a new standard for innovation at the intersection of beauty, chemistry, and technology.

The collaboration highlights L’Oréal’s commitment to responsible product development by integrating the use of renewable raw materials sourced sustainably. By focusing on these initiatives, L’Oréal aims to align with its sustainability initiative, L’Oréal for the Future, which seeks to ensure that the majority of its product formulations comprise bio-based materials and contribute to a circular economy by the year 2030.

This partnership not only reflects a commitment to innovation but also underscores the growing trend among businesses to harness AI and automation technologies to drive efficiency and sustainability in their operations. L’Oréal, backed by IBM's technological prowess, is poised to redefine how the beauty industry approaches product formulation, potentially influencing broader industry standards in sustainable practices and innovation. The implications of this initiative may have far-reaching consequences, heralding a new era where science and technology coalesce to create more environmentally responsible and technologically advanced beauty products.

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

## Bibliography

* <https://sustainabilitymag.com/articles/how-ibm-loreal-will-use-ai-for-sustainable-cosmetics> - Corroborates the partnership between L’Oréal and IBM to use generative AI for sustainable cosmetics, focusing on utilizing sustainable raw materials and optimizing energy and material usage.
* <https://sustainabilitymag.com/articles/how-ibm-loreal-will-use-ai-for-sustainable-cosmetics> - Supports the development of a bespoke foundational AI model to enhance L’Oréal's Research and Innovation teams and elevate consumer satisfaction globally.
* <https://sustainabilitymag.com/articles/how-ibm-loreal-will-use-ai-for-sustainable-cosmetics> - Highlights L’Oréal’s commitment to sustainable product development through the integration of renewable raw materials and alignment with the L’Oréal for the Future initiative.
* <https://sustainabilitymag.com/articles/how-ibm-loreal-will-use-ai-for-sustainable-cosmetics> - Details the goal of ensuring most product formulations comprise bio-based materials and contribute to a circular economy by 2030.
* <https://aicyclopedia.com/loreal-teams-up-with-ibm-to-revolutionize-sustainable-cosmetics-with-ai/> - Confirms the partnership and its focus on using generative AI to innovate and create sustainable cosmetic products.
* <https://aicyclopedia.com/loreal-teams-up-with-ibm-to-revolutionize-sustainable-cosmetics-with-ai/> - Supports the notion that this collaboration sets a new standard for innovation in the beauty industry, combining beauty, chemistry, and technology.
* <https://sustainabilitymag.com/articles/how-ibm-loreal-will-use-ai-for-sustainable-cosmetics> - Explains how the AI model will use formulation and component data to accelerate tasks such as new product formulation, reformulation, and optimization for scale-up production.
* <https://sustainabilitymag.com/articles/how-ibm-loreal-will-use-ai-for-sustainable-cosmetics> - Describes IBM's role in supporting L’Oréal to rethink and redesign the formulation discovery process, emphasizing sustainability and inclusivity.
* <https://sustainabilitymag.com/articles/how-ibm-loreal-will-use-ai-for-sustainable-cosmetics> - Details the use of foundation models, a type of AI model trained on broad sets of unlabelled data, to perform various tasks in cosmetic formulation.
* <https://aicyclopedia.com/loreal-teams-up-with-ibm-to-revolutionize-sustainable-cosmetics-with-ai/> - Highlights the potential of this initiative to influence broader industry standards in sustainable practices and innovation in the beauty industry.
* <https://www.cio.com/article/3803919/cosmetica-mas-sostenible-a-partir-de-un-modelo-fundacional-de-ia-personalizado.html> - Please view link - unable to able to access data