



## BEAUTY

# L'Oréal, Nvidia Collaborate To Bring Next-gen AI to Beauty

- Their aim is to conceive groundbreaking beauty experiences.

BY JENNIFER WEIL

**PARIS** - L'Oréal and artificial intelligence chipmaker Nvidia are collaborating to unleash AI's potential for beauty.

The beauty giant said in a statement Wednesday that this will "enable groundbreaking, never-before-imagined beauty experiences."

"Through this collaboration, L'Oréal and its partner ecosystem will leverage the Nvidia AI Enterprise platform for rapid development and deployment of AI, like the scaling of 3D digital rendering of L'Oréal products, for a fusion of physical AI and generative AI, expanding creative possibilities," L'Oréal said in a statement.

Asmita Dubey, chief digital and marketing officer at the group, said in the statement: "Our focus is to drive unparalleled consumer engagement, with both creativity and technology, as transformative technologies such as gen-AI and agentic-AI redefine our consumer expectations."

Azita Martin, vice president and general manager of retail and CPG at Nvidia, underlined that gen-AI is bringing to companies digital intelligence and agility.

"By leveraging Nvidia AI Enterprise, L'Oréal is bringing rapid innovation, scalability, personalized marketing and advertising that improve consumer engagement and conversion," she said. "L'Oréal, along with Nvidia, is unlocking the full potential of AI in beauty and making consumer beauty experiences even more seamless, rewarding and fun."

L'Oréal and Nvidia's partnership was announced on the first day of the Viva Tech

fair in Paris, which runs through Saturday.

The companies have already collaborated on two products. There is Creaitech, L'Oréal's gen-AI content platform, which develops and uses 3D digital renderings of L'Oréal's products for the development of marketing and advertising campaigns.

"Creaitech aims to scale 3D capabilities using the Nvidia AI Enterprise platform, enabling greater creativity, quality control and production scalability," L'Oréal said.

The other collaboration is on Noli, standing for "No one like I," that is billed to be the first-of-its-kind AI-powered multibrand marketplace start-up. It was founded and is backed by L'Oréal.

"Noli acts as an AI beauty matchmaker that cuts through the noise," said L'Oréal. "Using powerful AI diagnostics and tools built from over 1 million skin data points and the analysis of thousands of product formulations, Noli decodes each user's beauty profile and matches them with product recommendations, delivered to their doorstep."

Latest for Noli is the AI Refinery, created with Nvidia and Accenture, and built with Nvidia AI Enterprise software. It is available on Microsoft Azure.

"For Noli, this provides the ability for rapid experimentation, responsible AI development and deployment to match the dynamic landscape of AI and fast-changing beauty consumer expectations, with the intention of transforming how consumers discover and shop beauty, at scale," L'Oréal said.



