



PARTNERSHIP

NEWS RELEASE

**VICHY ANNOUNCES AN EXCLUSIVE PARTNERSHIP WITH CLUE,
THE PERIOD TRACKING APP & FEMTECH LEADER, TO ENRICH SCIENTIFIC KNOWLEDGE ON
THE RELATIONSHIP BETWEEN MENSTRUAL CYCLES AND SKIN HEALTH.**

Levallois-Perret, September 21st, 2022 – Vichy Laboratoires, the dermo-cosmetic brand recommended by 50,000 dermatologists around the world, announced today an exclusive partnership with Clue, the menstrual and reproductive health app, to enrich knowledge on the links between skin health and the menstrual cycle. This collaboration will combine Vichy historical expertise on skin and scalp health, exposome and hormonal science, with Clue's leadership in menstrual cycle data spanning millions of users in 190 countries. Medical experts from both teams collaborated to develop scientifically informed content on how hormones can impact skin and hair. The content will be available on Helloclue.com, which millions around the world count on for science-based and accessible information from experts.

A COMMON MISSION FOR HUMAN HEALTH

Vichy's aim is to connect with people, their lives, and their skin. The brand purpose is to empower everyone to maximize the health of their skin and scalp at every stage of life. Vichy pioneers exposome science, the study of how external and internal factors affect the health of the skin and scalp. And there is a new frontier to be explored within exposome science: hormones.

Vichy is studying the impact of hormonal variations across life stages, from puberty which leads to acne outbreaks, to the post-partum melasma, and skin aging due to the drop in collagen synthesis at menopause. But hormones also play a major role in women's health and hormonal imbalances can impact the quality of life.

"As a skin health partner, we aim to have a positive impact on women's health beyond skin. Our exposome science pioneers the impacts of hormones on skin during key life stages, such as puberty or menopause. A world leader in femtech and data serving health, Clue is for us the perfect partner to better understand women's needs and keep better accompanying them through their hormonal journeys" says **Vania Lacascade, Global Brand President at Vichy Laboratoires.**

Clue's mission is to provide trustworthy information, data-driven tools, and support for everyone with a menstrual cycle — as an empathetic, scientific companion from first period to last. By combining science and technology, Clue is actively changing the way people learn, access, and talk about reproductive health around the world.

"We are very pleased to collaborate with one of the leading dermocosmetic brands worldwide to advance knowledge of the links between menstrual cycles and skin health, which is central to how we feel on a daily basis" said **Audrey Tsang, co-CEO of Clue.** *"Along with period tracking, skin health is one of the topics most tracked by our community. Our collaboration with Vichy will empower people with the knowledge to make informed choices thanks to science, technology, and data."*

WHY THIS PARTNERSHIP?

Skin is a window into what is going on with health. It is mirroring the hormonal variations, hormones, as part of the exposome, having a direct impact on the skin metabolism and appearance. This partnership, at the intersection of Skin, Scalp, Hormones and Health, will enable a very rich collaboration between Vichy and Clue's experts. On one side, Vichy Skin Expertise, from the experts of the Vichy Board and from L'Oréal Research & Innovation (*dermatologists, nutritionists, neuroscientists, endocrinologists, and gynecologists*) and on the other side, Clue's Menstrual Expertise (*reproductive endocrinologists, obstetricians, gynecologists, and menstrual health researchers*).

UNDERSTANDING CURRENT KNOWLEDGE & EXPECTATIONS: OUR INITIAL RESEARCH

Almost 40.000 Clue users were surveyed, anonymously, on skin health and the menstrual cycle, in multiple countries (US, South America, Europe), a unique opportunity to learn about health conditions, users' skin changes, product use, mental health and wellness throughout the cycle.

Many people understand their skin changes due to hormones, but do not know why, and how to address it. They want to know more about the link between hormones and skin, and the initial research shows global interest in potential digital products that address skin concerns. Overall findings included that most women felt the most positive about their skin around ovulation but did not understand the relationship between their skin and their cycle.

AN OPPORTUNITY FOR EDUCATION

The first step of the partnership started with exclusive pieces of educational content co-developed by the Clue science team, Chief Medical Officer and Med Board Member Dr. Heather Woolery-Lloyd, a dermatologist with extensive expertise in Women's skin care and Vichy dermatologist & Medical Relations Director, Dr Stéphanie Leclerc Mercier. Stories included both medical and personal perspectives meant to guide people through transitions, challenges and milestones through various life stages and their skin:

- Hair and skin changes: your 20s and 30s
- Hair and skin changes: perimenopause and menopause
- Watching my mother lose her hair during menopause made both of us stronger

This partnership opens new perspectives to better understand women's needs and expectations, to pioneer the science of hormonal health, and to keep improving women's quality of life throughout their hormonal journey.

ABOUT VICHY

Vichy Laboratoires was founded in 1931 by Dr Haller, the first medical practitioner to lay the foundations of French dermo-cosmetics making the link between health and beauty. Since then, Vichy has been a brand grounded in science, recommended by 50,000 dermatologists worldwide, with a dermatological expertise that has been committed to one mission: the quest of skin's health. At Vichy, we believe that health is vital. And start with the skin. "La santé passe aussi par la peau". Today, Vichy's mission is stronger than ever: to empower women and men, of different ages and phototypes and help them decode and anticipate their skin and scalp's needs at every stage of life.

ABOUT CLUE

Clue is a Berlin-based reproductive health company that supports, educates, and empowers people with personalized health insights to support them from their first period to their last. Created with science and technology at its core, the company's mission is to be a trusted companion, empowering people around the world on their journeys to self-discovery and reproductive health. Founded in 2012, Clue was one of the first femtech companies, and regularly partners with universities, researchers, and clinicians on research to help address health gaps. Clue's app is free to download and includes its signature Period Tracking feature, with additional personalized modes like Clue Birth Control, Clue Conceive and others available in the company's subscription offering, Clue Plus. For more, visit helloclue.com.

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