



VICHY'S COMMITMENTS – PRESS RELEASE 2022

VICHY'S COMMITMENTS

As part of L'Oréal's sustainability program, Sharing Beauty with All, launched in 2013, the Group has put into effect a series of tangible commitments to transform its business model into a more inclusive and responsible business. These commitments address each of the Group's impacts and engage its entire value chain from product design to distribution including the production process and the sourcing of raw materials, employee development and a commitment towards communities.

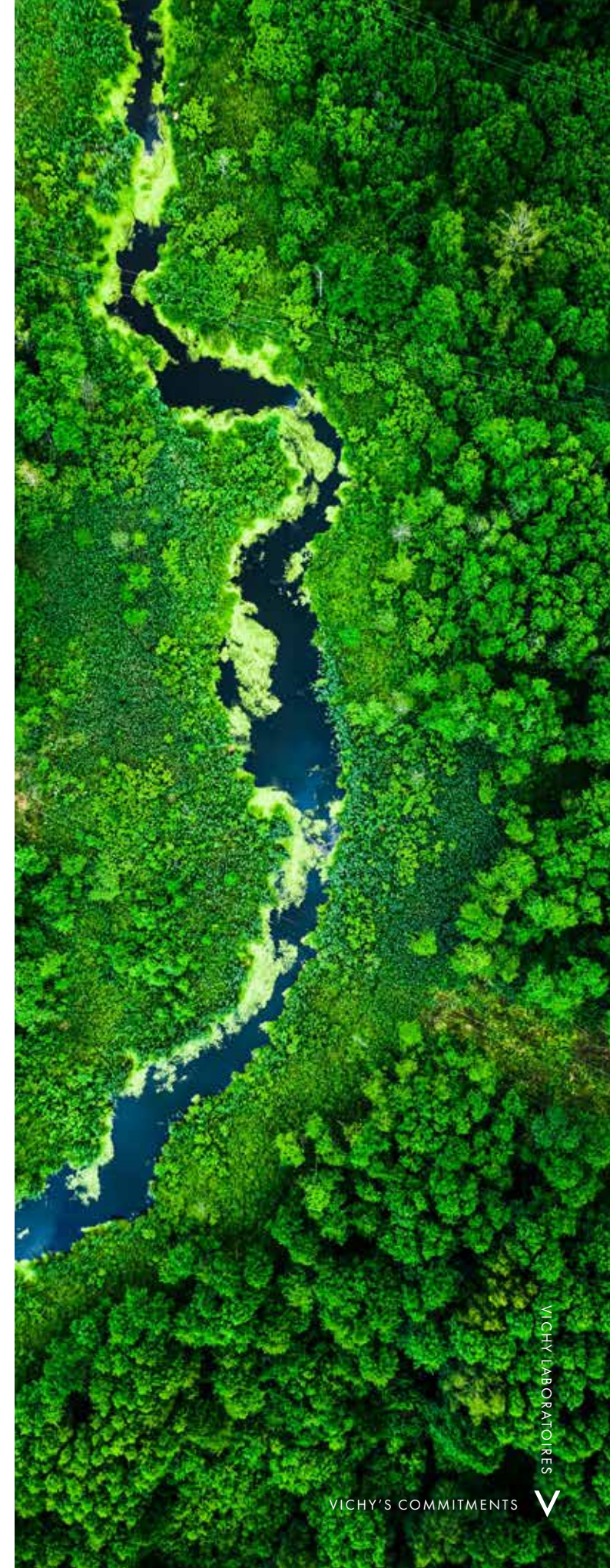


In 2020, L'Oréal decided to take its efforts even further via a program called L'Oréal for the Future, implementing the Group's latest set of ambitions for 2030. The goal is to help solve the environmental and social challenges the world faces. L'Oréal is accelerating its transformation towards a model that respects planetary boundaries and reinforces its commitment towards both sustainability and inclusion.

In 2021, and for 6 years running, the Group obtained a triple 'A' rating from the independent international benchmarking organization CDP for its efforts in fighting climate change, including water conservation and the prevention of deforestation.

As part of the L'Oréal for the Future program and as an international dermo-cosmetic brand emblematic of the L'Oréal Group, Vichy is committed to pushing the boundaries of health to contribute directly to these achievements.

At Vichy, health has been a part of our DNA since day one. To take care of our consumers' health, we start by respecting the health of our planet and the well-being of people. Environmental, health and social issues are now more than ever at the heart of our concerns.



TO THE

DE

WE



VANIA LACASCADE

**Vichy's Global Brand President
and Doctor in Pharmacy.**

As a trusted dermo-cosmetic brand, founded by a doctor, we must be as determined that our products have a positive impact on the planet, as we are in terms of guaranteeing their safety and efficacy. **Our ambition is threefold: to pioneer safe, clean, and sustainable dermatology.** This will be made possible by two things: being ambitious in the specifications we implement for formulas, and the momentum provided by Green Sciences with the help of biotechnologies. Our approach consists of constantly aiming to improve the environmental profile of our products – from ensuring the sustainable sourcing of our ingredients to the biodegradability of our formulas and more responsible packaging.

We have made great progress within the past few years, but we still have an ambitious program to follow for the years to come. We are eager to share the progress of our commitment with our consumers by being more transparent and decoding the environmental and social impact of each of our products. Trust is the new currency and there is no trust without transparency.

As a skin health partner, we also 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. But the impact of hormones extends far beyond the skin, affecting women's quality of life. I truly believe that, as a brand, we can play a role that extends beyond product solutions, to encompass raising awareness, educating women, and partnering with HCPs to build a completely holistic approach to menopause and help women get through their hormonal journeys.

The territory of hormonal health is a wide topic. Given our scale, we have started by addressing a key stage in women's life: menopause. Half of the population worldwide is facing, or will face, menopause and yet it is still a topic that is rarely spoken about: 88% of menopausal women feel let down or overlooked by brands. Beyond its impact on skin, menopause has an impact on wellbeing and is still a societal taboo. We have thus started to become more active in the way we support women through this important stage in their lives.

I am proud to work for a brand such as Vichy, which is much more than a simple dermo-cosmetic brand, but a trusted, clean, safe and sustainable dermatological brand that also aims to become a unique partner in women's lives.

SUMMARY

01

OUR AMBITION FOR THE HEALTH OF THE PLANET

02

OUR HORMONAL MISSION FOR HUMAN HEALTH

Part. A

SAFER, CLEANER & MORE SUSTAINABLE PRODUCTS

Page 12

Dermatological and proprietary ingredients, more sustainably sourced.

Page 16

Hypoallergenic formulas with an improved environmental profile.

Page 20

A new step towards more responsible packaging.

Page 24

Our Vichy plant's progress in preserving biodiversity, climate and fresh water.

Part. A

OUR MISSION TOWARDS CONSUMER HEALTH

Page 46

Our scientific approach to the Menopause.

Page 48

Breaking Menopause taboos and stigmas.

Page 52

Educating women on their menopause journey.

Part. B

MORE TRANSPARENCY & ADVANCED SCIENCE

Page 30

Transparency on the environmental & social impact of our products.

Page 34

The impact of exposome on skin and scalp health.

Page 38

Further research through our Exposome Grant.

Part. B

OUR MISSION TOWARDS HCPS

Page 56

Partnering with experts to improve women's care at menopause.

Page 60

Partnering with organizations to improve the way of women's health is supported during menopause.

01

OUR AMBITION
FOR THE HEALTH
OF THE PLANET

Since 2013, we have been building and implementing an ambitious sustainable strategy to reduce our impact from the selection of our ingredients and the design of our formulas to the methods we use to test them and our packaging choices, until the end of life of the product through recycling. This strategy is continuously evolving to be improved, and our objectives are revised accordingly. It will allow us to be fully recognized as a dermo-cosmetic brand with a threefold ambition: **to be safe, clean, and sustainable.**

PART. A
SAFER,
CLEANER
& MORE
SUSTAINABLE
PRODUCTS



Dermatological and proprietary ingredients, more sustainably sourced.

We aim to build a brand powered by Green Sciences that unleashes the power of biotechnology through high-performance, safe and sustainable products and this starts with not only the sourcing of our core active ingredients but also of the raw materials used in the formulation of our products.

Our goal is to ensure the sustainable sourcing of raw materials and dermatological ingredients available in bio-based versions of circular origin derived from abundant minerals. **We are committed to 95% by 2030 with 100% to be sustainably sourced.** And the power of biotechnology will be key in enabling us to develop high-performance, safe and sustainable products.

Bio-based ingredients means ingredients derived from living organisms, mostly plant-derived in cosmetics (but could also be bacteria-derived as in probiotic fractions). They are renewable meaning they regenerate in a short space of time. We have implemented a sustainable sourcing policy to preserve and respect biodiversity. Beyond the origin of our ingredients, we also consider the way they are manufactured by using a transformation process that complies with the principles of green chemistry.

Vichy products have always been formulated with renowned dermo-actives such as hyaluronic acid or niacinamide, alongside our own proprietary ingredients such as Probiotic Fractions. These ingredients are a strong guarantee of efficacy and safety and are proven to work through their usage in dermatology and the dermo-cosmetic industry.

— HYALURONIC ACID

We already use large quantities of active ingredients, such as hyaluronic acid or vitamin CG, in our bio-based formulas. This is already a good start, but we want to go a step further, working on the bio-based version of retinol and glycolic acid.

Our best-in-class example of a Green Sciences active ingredient is our exclusive **Probiotic Fractions**. Grown in Vichy Volcanic Water through a green biotechnology process (natural fermentation), it is a potent biodegradable ingredient that repairs and regenerates the skin, while making the skin's defense mechanism more resistant to exposome damage.



VANIA LACASCADE
Vichy's Global Brand President and Doctor in Pharmacy.

HOW WILL YOU GUARANTEE THE PRESERVATION OF VICHY VOLCANIC WATER?

«Vichy is a brand founded by doctors with a core ingredient: a potent mineralized water. This water is indeed a precious and limited resource, and we are committed to preserving it. The spring has been protected from pollution since 1874 and it represents a protected area of 12,600 hectares. We monitor it each year, and it is certified pure by Auverwatch, a third party.»

Finally, as a dermo-cosmetic brand whose proprietary ingredient Vichy Volcanic water is from natural resources, it is our responsibility to properly manage water resources.

Thus, we carefully preserve the purity of our Vichy Volcanic water and avoid depleting it. We only extract on average less than 4% of the daily production to avoid overexploiting the spring, calibrating our daily water collection according to our plant's production needs.



25

YEARS OF EXPERTISE

16

SCIENTIFIC STUDIES

10

PUBLICATIONS

6

PATENTS



LAURENCE PARDIEU-DUTHIL
Global Sustainability Vice President, Active Cosmetics Division.

HOW ARE PROBIOTIC FRACTIONS CHANGING THE GAME?

«It perfectly illustrates our Green Science approach, it will allow us to achieve new levels of performance and discover unprecedented cosmetic benefits without compromising on quality or safety, to provide beauty that is respectful to the planet.»



— VOLCANIC WATER

Hypoallergenic formulas with an improved environmental profile



Vichy products comply with a strict safety policy: the hypoallergenic charter.

Its objective is to considerably restrict the selection of raw materials and limit the risk of allergic reactions caused by our formulas. Our scientific experts rigorously select our ingredients and fragrances based on their quality, origin, and allergenic profile. Hence, most of our product portfolio across all categories is hypoallergenic and has been tested on sensitive skins.

In addition to this strict policy, our approach is to constantly rework our formulas to improve their environmental profile. Doing so allows us to deliver exactly what the skin needs, without compromising, and choose ingredients with better environmental profiles. We have made great progress in the past few years, but we can even go further.



KARL WUNSCH

Head of Vichy Care Development Laboratories,
PhD in Physical Chemistry.

HOW ARE YOU WORKING ON IMPROVING THE IMPACT OF YOUR FORMULAS?

«The improvement of our formulas is an ongoing process that often puts our scientists at the forefront of important technological challenges and pushes them to achieve new levels of innovation. In addition, our quest to develop formulas that respect the environment will never be at the expense of product safety or efficacy, which is why it can take up to 24 months to launch an improved version of an existing formula. This was the case with Aqualia rich cream, our solar sprays and milks, for example.»

One of our central approaches is the preservation of water resources. As previously stated, we pay specific attention to the management of Vichy Volcanic water, but we also aim to reduce the water footprint of our products by two different means.



**TESTÉ EN
CONDITIONS MARINES
TESTED IN
MARINE LIFE CONDITIONS**

Firstly, by improving the biodegradability of our products, which is today above **75% and will be raised to more than 80% by 2025**. Biodegradable products can be biologically decomposed in an aqueous environment by micro-organisms to produce CO₂ and water. Hence, it guarantees that products decompose within the environment without causing any harm.

Secondly, by ensuring we are minimizing our impact on the oceans. We have already reformulated a large part of our international sun care portfolio to be more respectful of marine life while still maintaining a high level of SPF/PPD protection. Hundreds of trials are performed to achieve the most complex formulas. Following rigorous standards and tests, they select the best filters to minimize the impact on the marine life and test every formula in fresh water and marine life conditions using 7 planktonic and sediment organisms that are representative of aquatic food chains (bacteria, invertebrates, microalgae, and corals).

These new formulas will be launched beginning of 2023 and will be recognizable thanks to a new logo indicating the product has successfully passed these tests and does not negatively impact aquatic life.

A new step towards more responsible packaging

To further protect the environment, we are committed to improving the environmental profile of our packaging and this begins with a strong commitment to limiting plastic packaging.

We aim to reduce our use of virgin plastic and to use more recycled or **recyclable plastic packaging**. The L'Oréal Group has pledged that **100% of its plastic packaging will be refillable, reusable, recyclable or compostable by 2025**, as part of the Ellen MacArthur New Plastics Economy initiative.

Vichy is fully committed to these challenges and pledges to make its packaging materials, formats and design all recyclable. Thanks to bottles with caps and roll-on deodorants, which are bestsellers for the brand, our first results in recyclability are encouraging, with 43% achieved in 2021.

In addition, we will continue with the introduction of the first mono-material eco-pouches and our cardboard tubes.



Vichy has also been committed to reduce packaging intensity. Our objectives are ambitious: we are targeting a 20% reduction in packaging intensity by 2030 vs 2019.

We began by renovating all our packaging, switching to lightweight jars and bottles. Since 2018, we have renovated all our glass jars and this year we are renovating our iconic Mineral 89 Booster 50ml glass bottle by reducing its weight by 23%.

In addition, we will continue with the introduction of the first mono-material eco-pouches and our cardboard tubes. Our new eco-conscious cardboard packaging for our SOLAR ECO-DESIGN MILK SPF50+ is one of our best examples: 45% less plastic vs an average plastic tube. It has the lowest carbon footprint among equivalent tubes, including those with less plastic. In partnership with the world leader of beauty packaging Albéa, the L'Oréal group is now working on new versions to reduce plastic even further.

We have also considerably increased the **use of PCR plastic and glass** within the past 2 years.



Our Vichy plant's progress in preserving biodiversity, climate & fresh water

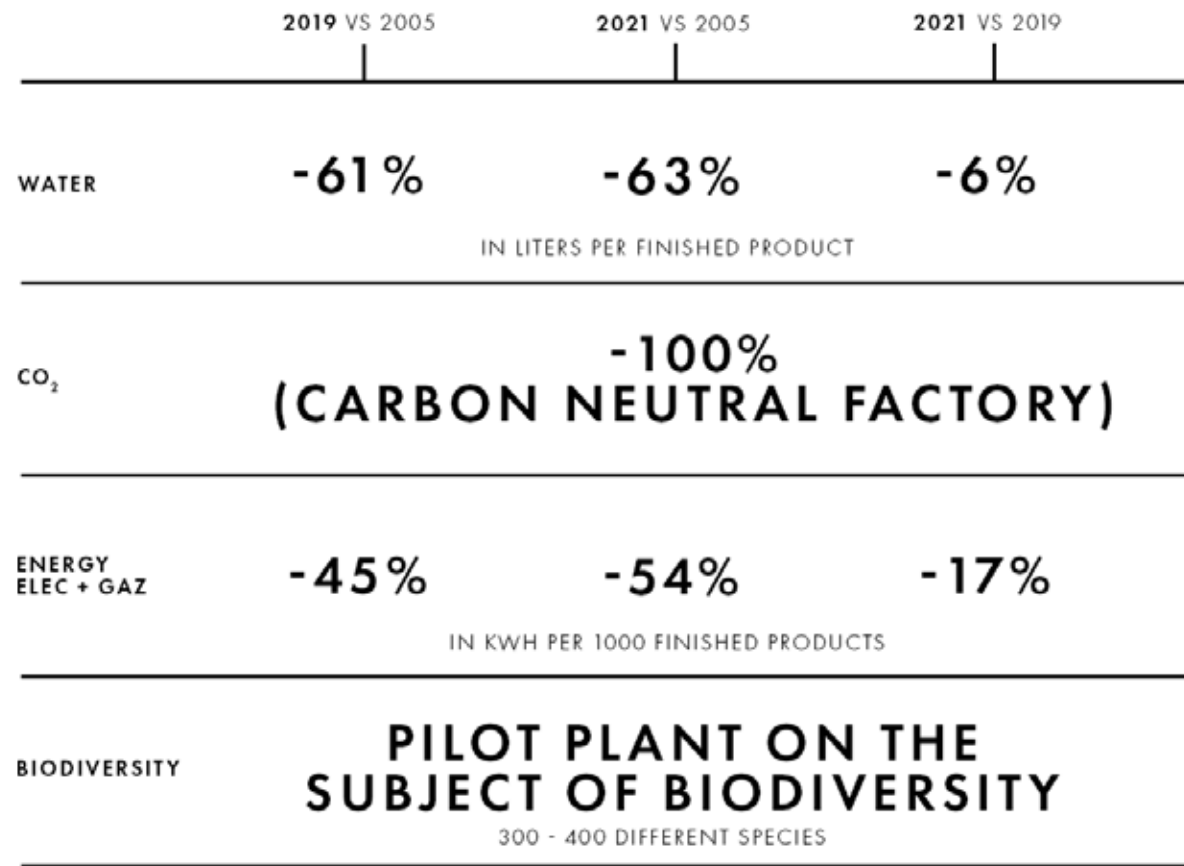
In addition to our brand commitments, we are also very proud of our flagship plant based in Vichy, one of the most “sustainable” factories in the Group.

The Vichy factory has achieved carbon neutrality since 2018. Thanks to 10,000m² of solar photovoltaic panels installed at the factory (in the car parks), the site produces locally the equivalent of 30% of its annual electricity consumption. The objective is to reach 50% of renewable electricity produced on-site by 2030. The Vichy factory is committed to achieving «Waterloop Factory» status (internal L'Oréal certification) that consists of only using fresh water to meet employee needs and for the high-quality water production used in our cosmetic formulas; all the water needs for industrial processes are covered by water that is reused or recycled in a loop on the site.

This means that fresh water would no longer be used for the industrial processes, which is the main source of water usage in the plant.

In 2021, about 27,000 m³ of fresh water was already saved by re-using and recycling on-site treated water. The goal is for the plant to achieve “Waterloop” status in 2025.





JEAN YVES LARRAUFIE
Managing Director of the Vichy Plant.

WHAT CHANGES HAVE YOU MADE IN YOUR FACTORY TO BECOME A ROLE MODEL FOR RESPONSIBLE PRODUCTION?

«We profoundly transformed the factory by investing in innovation, automation, and digitalization, while caring about our environment, our people and communities. The manufacturing of cosmetic products should never be at the expense of the planet. I am convinced that we can have a positive impact on our ecosystem, economically, environmentally, and socially speaking. As a model plant, we need to go further. And we will!»



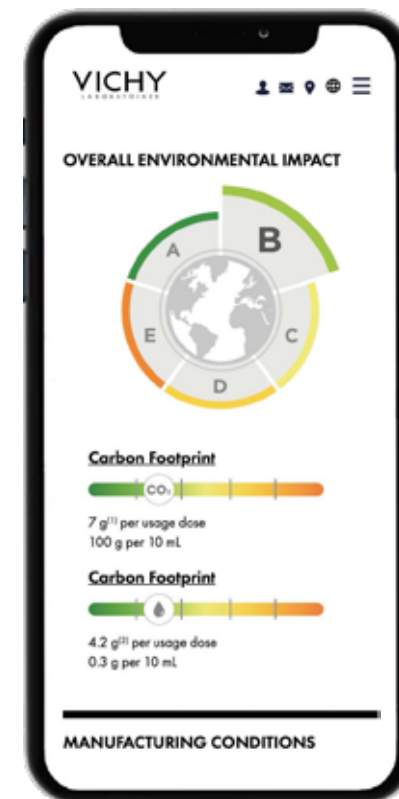


PART. B

MORE TRANSPARENCY & ADVANCED SCIENCE



Transparency on the environmental and social impact of our products



Trust is the new currency, and what is trust without transparency? What counts is not the beautiful story, but the true story.

In today's hyper-connected world, it's sometimes difficult for consumers to discern which news is real or fake, consumers are skeptical and increasingly challenge the accuracy of information.

Consistent with absolute transparency, and as part of the L'Oréal for the Future program, Vichy is introducing **PRODUCT ENVIRONMENTAL AND SOCIAL IMPACT LABELLING**. The aim is to inform consumers about the environmental and social impact of products, enabling them to make more informed and responsible choices.

WHAT IS ENVIRONMENTAL & SOCIAL IMPACT LABELLING?

Our environmental and social impact labelling shows a score from A to E for each product, with 'A' labelled products being among the 10% of products with the lowest impact in their category. *

The environmental impact score considers 14 global impact factors measured at each stage of a product's life cycle (from sourcing raw materials to manufacturing, transport, consumer use, and end of life).



The environmental impact of the packaging is also quite good as the glass bottle is made from 40% recycled materials and is 100% recyclable. In addition, the pack is recyclable. Vichy is committed to continually improving the impact of its products throughout the product lifecycle, including the production and usage phase, and gives you access to this data with full transparency. Calculation method approved by independent scientific experts and data verified by independent auditor Bureau Veritas.



CLÉMENCE GOSSET
Head of Consumer Information

HOW DOES VICHY COMMUNICATE ITS EFFORTS TO REDUCE ITS ENVIRONMENT IMPACT?

«Vichy is now one of the pioneers of the environmental and social impact indicator system for skincare products. The aim is to involve its consumers in its efforts to reduce its environmental footprint, particularly carbon and water footprints, which represent on average 75% of the environmental footprint of a product. The scoring methodology was developed in collaboration with independent scientific experts. It is aligned with the European Product Environmental Footprint (PEF) guidelines and the data has been verified by an independent auditor, Bureau Veritas.»

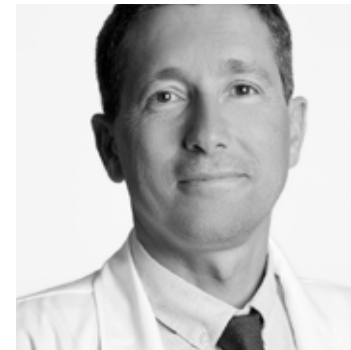
We have just launched the Product Impact Labelling project, in France initially, and 88% of products within our skincare portfolio have a grade A or B. A significant score of which we are very proud. And in the months to come, we will expand this labelling to cover more countries and categories.

WHY IS THE LIFTACTIV H.A. EPIDERMIC FILLER SERUM ONLY GRADED "B"?:

Since carbon and water are the factors with the greatest impact, we made sure our labelling focused on these two indicators. The manufacturing conditions of this product are favorable considering 100% of the waste generated is recycled and more than 99% of the energy used to produce it is renewable.



The impact of exposome on skin and scalp health



THIERRY PASSERON
MD, PHD Dermatologist, Chairman of Vichy Exposome Board.

WHICH AREAS OF RESEARCH ARE LEADING THE ADVANCEMENT OF SKIN EXPOSOME SCIENCE?

«For some factors such as UV, many articles have been published, but for many other factors there is still a lot to discover. In terms of pollution, we have a good understanding of the impact of ambient aerosol particles. But the impact of polluted water and food is still misunderstood. As a skin exposome pioneer, we will work tirelessly to shed light on the unknown aspects of exposome with particular emphasis on the environmental impact on the skin.»



WE HAVE PIONEERED EXPOSOME SCIENCE FOR 40 YEARS.

Studying how people's lifestyles and environments impact the health of their skin. It considers the internal and external factors that affect the skin's biological functions. There are three main exposome factors: environmental factors such as UV exposure, climate change and pollution; lifestyle-related factors such as stress, nutrition, and lack of sleep; and hormonal variations that occur throughout a person's life.



We gathered together an international and multi-disciplinary medical board, including dermatologists, nutritionists, endocrinologists, environmentalists, and biologists, to increase our knowledge of exposome factors – both individually and combined – to understand their impact on the skin's biological and clinical functions.

Thanks to our exposome research we have, for instance, developed extensive knowledge of the environmental impacts on the skin and scalp. When it comes to the environment, what we know today will be dramatically impacted by the evolution of climate change, global warming, and pollution. Our discoveries are key. We know, for instance, that when pollution combines with UVA it increases oxidative stress on the skin and accelerates the visible signs of aging such as lack of firmness, wrinkles, and dark spots. This phenomenon is called photo-aging, but it can, unfortunately, cause more serious damage, such as skin cancer.

As a result, it is crucial for us to understand the impact of the environment while also continuing to push the boundaries further through research. It is our responsibility to anticipate the future and help prevent and reduce our environmental footprint. And as a dermo-cosmetic brand with a strong medical background, it is also our duty to share our knowledge and educate our consumers to help warn them about the harmful impacts that the environment could have on the health of their skin and scalp.





Further research through our Exposome Grant



VANIA LACASCADE

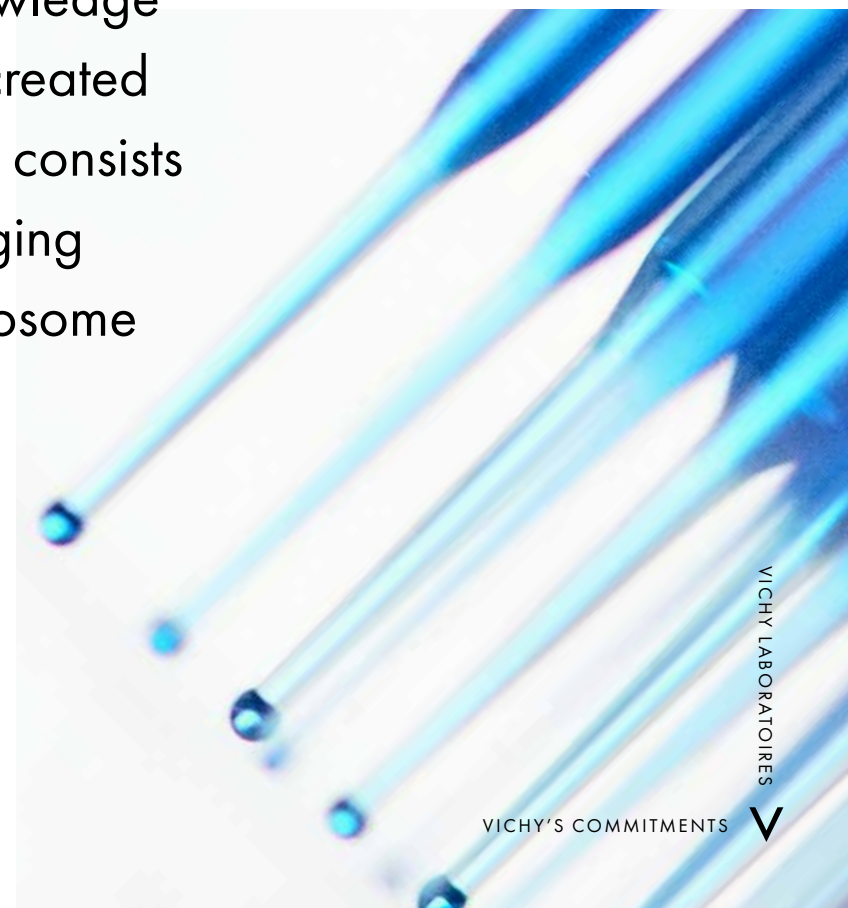
Vichy's Global Brand President and Doctor in Pharmacy.

HOW IS VICHY'S EXPOSOME GRANT ADVANCING SCIENTIFIC KNOWLEDGE OF THE EXPOSOME?

«Exposome research is still in its early stages; it can only be fully implemented by encouraging research and establishing partnerships with other researchers. For this reason, 6 years ago, we founded the annual exposome fellowship which forms part of this ambition. Since then, every year we have supported 3 annual grants to promote exposome research at an international level on topics such as the impact of pollution on skin health.»

As part of our commitment to advancing scientific knowledge of exposome science, we created the Exposome Grant which consists of promoting and encouraging research in the field of exposome and skin every year.

EXPOSOME
GRANT



Since 2016, the Vichy Exosome Grant has been awarded to seven scientists from around the world. Following its success in 2021 and having awarded three projects from more than 80 applications, we have been extending research support with the inclusion of nine regional research grants and one new publication prize. For the 6th edition in 2022, nine grants will be awarded to research projects from around the world.

With the Vichy Exosome Research Grants, we intend to support research in the field of exosome science, including projects dealing with conditions affecting the human skin and scalp, either fundamental or clinical, conducted in a hospital, university, or other nonprofit research institution. Thanks to this initiative, the brand actively supports **research on environmental factors such as the effect of pollution on the skin.**

For example, in **2021**, the winner of the Asia Pacific region, Dr. Qi Zhao, from the School of Public Health, Cheeloo College of Medicine, Shandong University, Jinan, China, was rewarded for his project on the interplay of **long-term exposure to multiple air pollutants when mixed with climatic conditions, and their combined effect on extrinsic skin aging in China.**

EXPOSOME GRANT

QI ZHAO

Dr from the School of Public Health,
Cheeloo College of Medicine,
Shandong University, Jinan, China.



02

OUR HORMONAL
MISSION FOR
HUMAN HEALTH

Vichy's aim is to connect with people, their lives and their skin. Our brand purpose is to empower all women and men to maximize the health of their skin and scalp. And there is a new frontier to be explored within exposome science: hormones. We know hormonal changes can deeply affect the health of the skin and scalp. We are studying the impact of hormonal imbalances, from hormonal variations at puberty which lead 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. And yet, nobody talks about it, with major topics related to women's hormonal disorders still considered taboo.

As a brand, Vichy has a role to play that goes beyond products. We aim to leverage our science to have a positive impact on women's health beyond their skin. This is why we have been working with HCPs to improve care for menopausal women, while educating them and providing help during this delicate change in their life. We aim to improve their quality of life by adopting a global holistic approach to hormones. And we're also on a mission to trigger conversations between women and their healthcare professionals, beginning with a subject that we have been working on for 20 years: MENOPAUSE.

PART. A

OUR MISSION
TOWARDS
CONSUMER
HEALTH





Our scientific approach to the menopause

Menopause will affect
1.2 billion women
in the world by 2025
and will encompass 30%
of a woman's life.



Our role as a dermo-cosmetic brand is first and foremost to respond to the skincare needs of menopausal women. Through our research and knowledge on hormonal science, we were able to establish two scientific findings that have allowed us to be more relevant in our approach to skincare for menopausal women:

Firstly, the menopause (which arrives on average at 51 years of age) takes place in 2 stages, each one being characterized by different skin needs.

- PERI-MENOPAUSE

The peri-menopause stage marks the arrival of the first hormonal variations and lasts between 2 and 6 years, depending on the individual woman, and requires strengthening of the intracellular matrix, boosting collagen and hyaluronic acid.

- POST-MENOPAUSE

The post-menopause stage is marked by the complete cessation of menstrual cycles for more than a year and is when skin becomes drier, the dermal-epidermal junction is eroded, and deep re-peeling is necessary.

Secondly, our scientists have discovered the impact of cortisol during menopause. They have highlighted an increase of cortisol at menopause: a stress hormone that amplifies the impact of the loss of estrogen on the skin.

This has allowed us to improve our Neovadiol range to better meet the needs of women at these 2 stages – ensuring efficacy not only when taking care of their skin but also in improving their quality of life, self-esteem, and confidence.



Breaking menopause taboos and stigmas



VANIA LACASCADE

Vichy's Global Brand President and Doctor in Pharmacy.

WHY IS MENOPAUSE SO IMPORTANT FOR VICHY?

«Menopause is a societal topic that is close to our hearts. All of women's testimonies have made us realize the distress they feel when often living through this period in isolation. As a brand, we have a role to play in making women's voices heard with both kindness and positivity!»



But our mission doesn't stop there. Menopause is a societal topic that is close to our hearts. Each testimony we have received has helped us realize that we must go further. Indeed, menopause is an intimate subject that is still taboo, not only within society but also among family members. 50% of women don't discuss this stage of life with their partner.

What's more, stereotypes about menopausal women remain strong throughout culture and that has an impact on women's daily lives. **We have to make women's voices heard with kindness and positivity.**

That is why in 2021 Vichy globally launched the **#MENOPOSITIVITY** campaign to promote a different vision of menopause: militant, holistic and optimistic to help women feel good about themselves both physically and mentally. This campaign highlighted 4 women ranging from the age of 48 to 57 in the peri-menopause and post-menopause stages and who were able to deliver their own authentic testimonials of their personal experiences. Vichy chose to photograph these women **WITHOUT RETOUCHING**.

Through this campaign, we wanted to show how sisterhood and sorority are important, inspiring women to find support by encouraging each other to get through this difficult time.



— MENOPOSITIVITY CAMPAIGN



PATRICIA 47yo

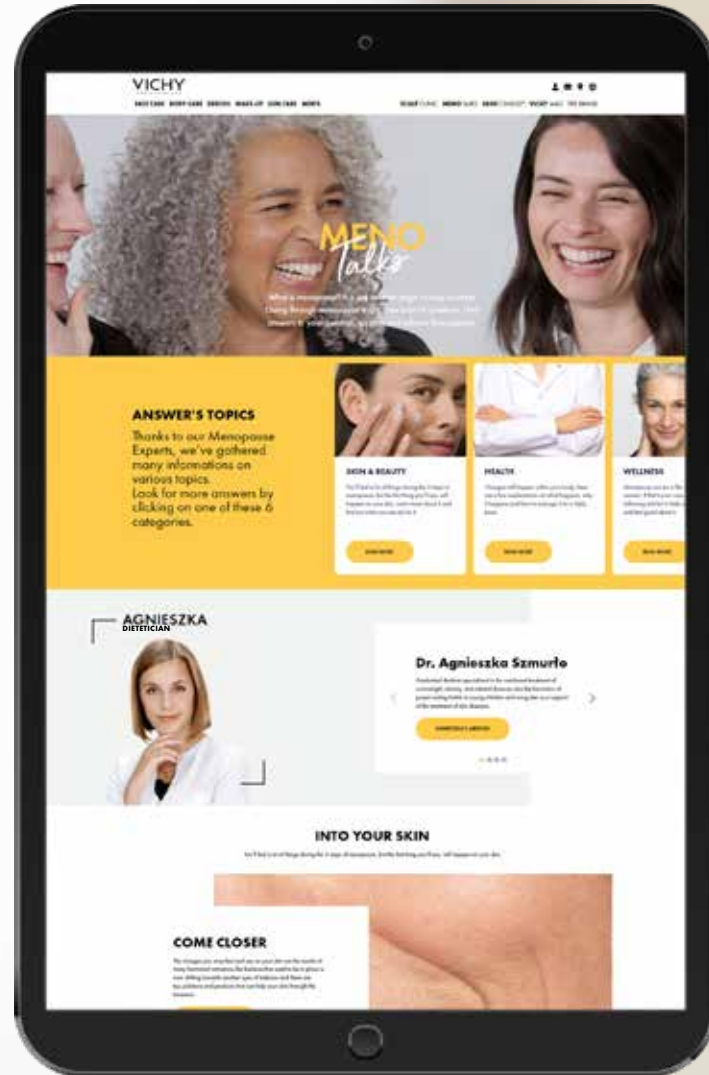
Model for the Néovadiol campaign.

«When we talk about menopause, we address the problems. I want to inspire other women. I want to learn more, and I want to talk about it more. It's actually a start, it is not the end.»

And we relayed this campaign Internationally. For example, in France, we organized round tables and speeches with influencers and women in the spotlight echoing this strong commitment to breaking taboos, encouraging free speech, and supporting every woman throughout her journey.



— NO PAUSE @MENOPAUSE



Educating women on their menopause journey

1 out of 2 women still finds she is not sufficiently informed about menopause.

To better support and inform women, we have first developed an educational platform called **No Pause @Menopause**, through which women can find the information and advice they need from experts (gynecologists, dermatologists, dieticians...) to help them better understand this new stage of life. This includes short educational videos from our experts and a dedicated online platform which acts as an educational hub for various menopause topics.

NO PAUSE @MENOPAUSE

Not only a platform with advice, **No Pause @Menopause** was also the first podcast dedicated to menopause. Developed in France in 2020 in partnership with the well-known women's magazine Madame Figaro, we have given the floor to women and health professionals to share these moments of life, their knowledge and their advice via a more intimate, podcast format media.

And to go one step further, in 2022 we are creating a brand-new coaching program called **MENOCOACH** – the first of its kind, it will help women learn and feel supported during menopause, each and every day.

MENOCOACH

Its a four-week online program designed to educate and empower women to make the menopausal transition as smooth as possible. Together with leading experts, including gynecologists, dermatologists, nutritionists, and facial exercise specialists, Vichy has worked on two tailored coaching programs for peri-menopausal and post-menopausal women. It includes tutorials and expert advice on skin, skincare protocols, nutrition, and general wellness. A close collaboration with 7 highly specialized experts ensures that our coaching programs are thoroughly researched and are above all effective in helping women feel good about their skin while maximizing its health during these periods. Initially launched in 3 pilot countries (France, Germany, and Spain), the long-term objective is to roll-out this service internationally.

— MENOCOACH



PART. B

OUR MISSION TOWARDS HCPS



Partnering with experts to improve women's care at menopause

As well as working with women, the next step in this journey is to develop and improve the care provided to women going through menopause, in partnership with healthcare professionals.





Partnering with health professionals is indeed essential and on the topic of menopause we have naturally formed a board of experts including dermatologists, gynecologists, and endocrinologists to study the impact of menopause and hormonal variations on skin as well as the impact of menopause on the quality of life.

This new knowledge has allowed us to upgrade our Neovadiol range to be even more accurate. But their contribution didn't stop there; they also allowed us to collect all the content we needed to create educational materials for our consumers, the Menocoach program, as well as all the materials for our HCPs. These materials aim to help other HCPs in supporting women through the menopause and answering any questions they might have.



MARLA SHAPIRO

GP, with a special interest in women's health - board member of the International Menopause Society.

WHAT CHALLENGES DO YOU FACE WHEN IMPROVING WOMEN'S QUALITY OF LIFE DURING MENOPAUSE?

«It's important to not treat menopause as an illness, but rather as an expected change, a natural shift towards a new stage of life. Thanks to scientific research, we know how hormones can cause different symptoms. It's vital for women to be able to identify these symptoms, and whether they are in peri- or post-menopause, in order to find the best solutions for managing health and wellbeing.»

Pharmacists are also particularly crucial in our approach to the menopausal journey, as they are the most accessible health-care provider – especially within the fields of anti-ageing or menopause where they can guide the consumer in her choices. The pharmacist naturally complements the dermatologist and plays the role of making recommendations beyond prescriptions.

In Spain, it was therefore quite natural that we decided to collaborate with female pharmacists in the peri- and post-menopausal period to raise consumer awareness. This community of post-menopausal women pharmacists was highlighted in a 360-communication campaign using both educational content and real-life testimonials from women (including social media to consumer-facing POS materials, newsletters in the CRM plan and branded content in e-magazines produced in collaboration with the pharmacist's team).



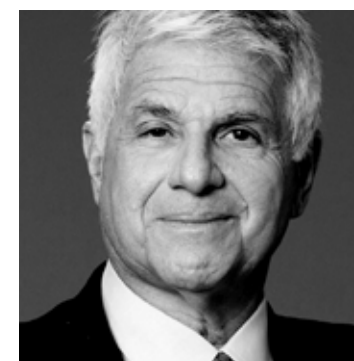
Partnering with organizations to improve the way women's health is supported during menopause

At an international level, we partner with the International Menopause Society (IMS).

Vichy sits on a board with other industry leaders, alongside the IMS committee, in order to lend our expertise to the future progress of menopause innovation and awareness. Vichy is the only company representing dermatology on this board and we are committed to meeting the dermatological needs of postmenopausal women.

WHAT IS THE IMS?

The International Menopause Society is a UK-based charity. The Association was created in 1978 in Jerusalem during the second Menopause Congress and currently has members in 62 countries. In addition to organizing congresses, symposiums, and workshops, the IMS owns its own journal: Climacteric, the Journal of Adult Women's Health and Medicine, published by Taylor & Francis. We support their medical congresses and host symposiums together in order to drive progress.



STEVEN GOLDSTEIN

Obstetrician & Gynecologist and President of the IMS.

«I am so happy that Vichy realizes the importance of menopause beyond just aging. I realize that, unlike hip fractures or heart disease, the skin and scalp do not 'kill' patients, but the extreme importance to our patients and their quality of life needs to be highlighted.»



In 2021, the IMS naturally sponsored **Vichy's Symposium**, entitled «Menopause: understanding the impact of hormonal variations on the skin and the scalp», led by international KOLs and which brought together 916 health professionals from 68 countries around the world. The symposium was notably moderated by **Professor Steven Goldstein** (USA), obstetrician and gynecologist, and President of the IMS, who also presented «the gynecologist's approach» giving a global overview and his approach to supporting his patients during menopause. **Professor Christos Zouboulis** (Germany), dermatologist and endocrinologist, spoke about the impacts of hormonal changes on the skin and hair in particular; while **Dr. Elia Roo** (Spain) focused on the patient perspective and included solutions such as **MENOCOACH** to support women going through menopause. Feedback was very positive with 97% of participants saying they learned something new.



In Spain, Vichy signed an annual partnership with the SEGO (Sociedad Española de Ginecología y Obstetricia) by which the medical society endorsed Neovadiol Science in the B2B2C strategy.

WHAT IS SEGO?

The **SPANISH SOCIETY OF GYNECOLOGY AND OBSTETRICS** is a charitable association and non-profit entity. Founded more than 120 years ago, it has the privilege of being the oldest Scientific Society of this specialty in Europe. It was founded in Madrid on June 14, 1874, under the presidency of Dr. Francisco Alonso Rubio, to «study women and the different states of their body.»

In 2021, Vichy and SEGO conducted a **symposium as part of the annual congress of gynecologists**. This agreement has been renewed for 2022 as a symbol of trust and commitment to support menopausal women and the professionals that educate them on the impacts of this stage of their lives.

In France, we also collaborate with health professionals. For example, our partnership with the **GEMVI** group, is a study group on menopause and hormonal aging with which we have developed tools for doctors: an advice guide, pamphlets for patients and a waiting room poster.



FLORENCE TRÉMOLIÈRE

President of GEMVI (A study group on menopause and hormonal aging)

«Improving the management of menopause is essential because all women will experience it! Professional healthcare has an integral role to play.»

CONSEILS ASSOCIÉS AU SOIN DE LA PEAU

Il est important de prendre soin de votre peau avec des produits spécifiques, qui compensent les effets visibles de la ménopause.

	CORRIGER	PROTÉGER
VISAGE SÈCHESSE RELÂCHEMENT RIDES	Appliquer matin et soir un soin compensateur (sérum, crème) redensifiant et relipidant contenant des actifs adaptés (type Proxylane, acide hyaluronique, vitamine C, Omégas).	Appliquer une photoprotection quotidienne anti UVA/UVB.
VISAGE TACHES	Appliquer chaque matin un sérum antioxydant (vitamine C, B3).	Appliquer une photoprotection quotidienne anti UVA/UVB.
VISAGE ACNÉ	Utiliser matin et soir un produit nettoyant au pH physiologique (eau micellaire ou démaquillant).	Appliquer une photoprotection quotidienne anti UVA/UVB.
CORPS SÈCHESSE	Utiliser un produit d'hygiène relipidant . Éviter l'eau trop chaude pour la douche ou le bain.	Appliquer quotidiennement un soin nourrissant sur tout le corps.
CHEVEUX CHEVEUX AFFINÉS CHUTE DE CHEVEUX	Utiliser un shampooing doux ou traitant (énergisant, densifiant).	Consulter un dermatologue pour une prescription adaptée.

MÉDECINE ESTHÉTIQUE
Il est possible de recourir aux techniques de médecine esthétique afin de traiter ces problématiques de peau. Il est par exemple possible de combler une ride grâce à une injection d'acide hyaluronique ou de toxine botulique, et de lutter contre le relâchement de la peau, les rougeurs et l'hyperpilosité grâce à certains lasers.

BIEN VIVRE SA MÉNOPAUSE

Conseils hygiéno-diététiques & dermocosmétiques

QUELS SONT LES FACTEURS* QUI VOUS CONCERNENT ?

*Science de l'exposome des Laboratoires Vichy
Pour en savoir plus, rendez-vous sur Vichy.fr

These examples of partnerships reflect a growing mutual interest within the subject of menopause management and support for women at this key stage of life. They strengthen Vichy's medical roots and support and amplify pioneering and growing expertise on a subject that doesn't yet get the attention it deserves.

CONCLUSION



At Vichy, health starts with the skin, but it goes even further with our ambition to guarantee the health of the planet as well as the health of people.

We have made ambitious commitments, and we are first and foremost committed to significantly reducing the impact of our products on the planet by improving the environmental profile of our formulas, sourcing more sustainably, improving the biodegradability of our products and reducing the amount of packaging used while also being transparent with our consumers.

Pioneering exposome science for many years, our research on hormonal science has helped us realize that the impact hormones have on women's lives extends far beyond the physical symptoms and also affects their quality of life. That is why we want to further support women by working hand-in-hand with health professionals to offer them more accurate and holistic solutions starting with menopause.

BEYOND SKIN HEALTH, VICHY IS A DERMATOLOGICAL BEAUTY BRAND THAT MATTERS FOR THE HEALTH OF THE PLANET AND FOR THE HEALTH OF THE PEOPLE.

A close-up, high-resolution portrait of a woman's face, focusing on her eyes, nose, and lips. She has light brown eyes and is wearing a soft pink lipstick. A large, semi-transparent, light-colored 'V' logo is centered over her face. The word 'VICHY' is written in a bold, white, sans-serif font across the middle of the 'V'. Below it, the words 'LABORATOIRES' are written in a smaller, white, sans-serif font, spaced out.

VICHY

LABORATOIRES

VICHY'S COMMITMENTS – PRESS RELEASE 2022