



L'ORÉAL
BRANDSTORM
THE ULTIMATE BEAUTY INNOVATION COMPETITION SINCE 1992 2019

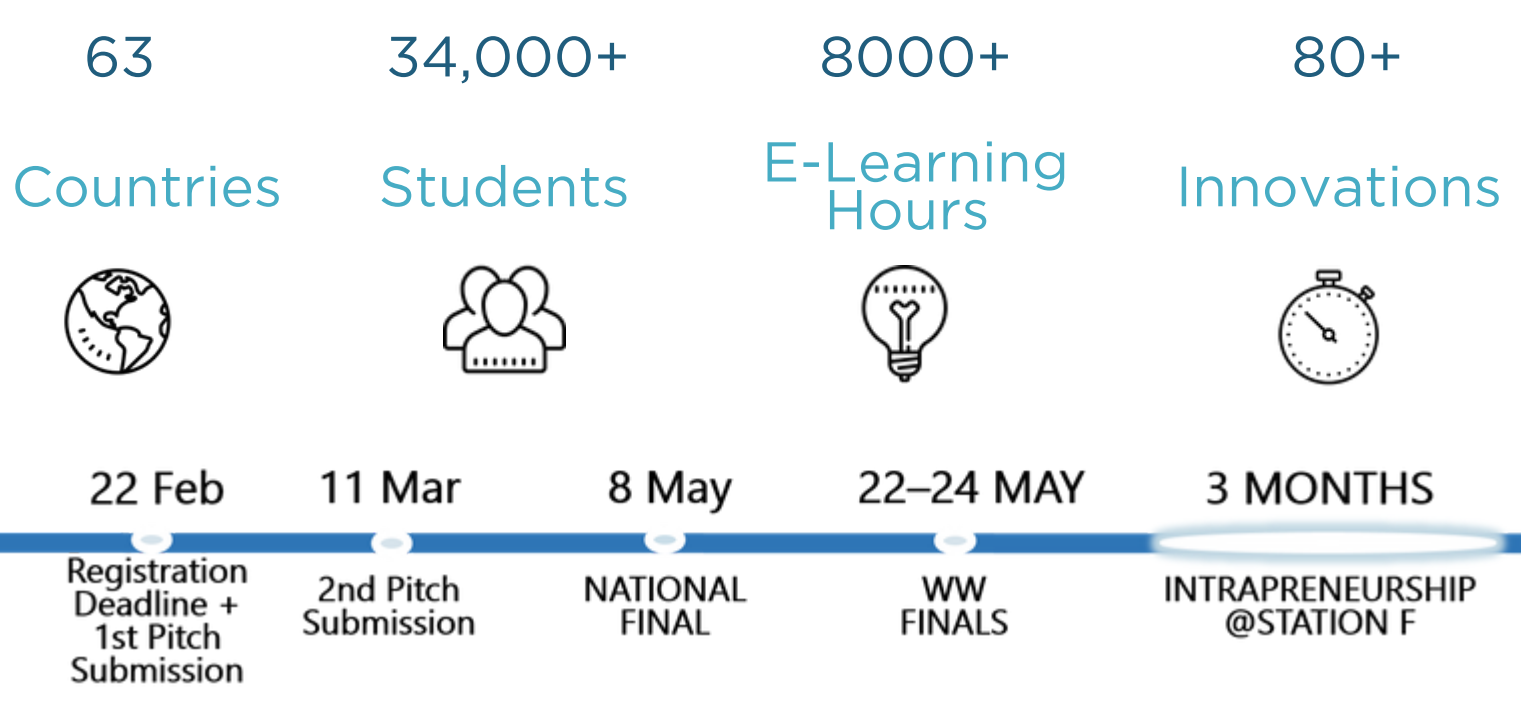
[PLAY].
EXPERIMENT.
INNOVATE.

#InnovatorsOnly
#Brandstorm2019

THIS YEAR WITH
L'ORÉAL
ALPHA EDUCATION

INVENT THE FUTURE SKINCARE EXPERIENCE FOR HEALTH-CONSCIOUS CONSUMERS

An innovative competition like no other that has brought together ambitious students from all over the world for the past 27 years



GRAND PRIZE - INTRAPRENEURSHIP AWARD

A chance to work at Station F - the largest start up campus in the world alongside some of the brightest entrepreneurs of Europe!

Over the period of three months, a chance to boost the winning idea with constant coaching and guidance from L'Oréal experts; pitching the business model to top executives and internal investors.

“Every year, between 150 and 200 people are hired by the Group thanks to Brandstorm. The competition has completely changed to better meet the expectations of the young participants, as well as the Group’s current recruitment needs and its position as a Beauty Tech Company, which requires an increasingly wide range of skills and diversified profiles”

Jean-Claude Le Grand
L'Oréal Executive Vice-President Human Relations



WINNERS: PHOENIX - EZBAND

A product that can be integrated with mobile phones for early detection of eczema symptoms in children

