



The L'Oréal Water Saver haircare experience is currently available in select L'Oréal salons in New York and Paris | Photo source Loreal

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## WATER-SAVING, SALON-QUALITY HAIRCARE SETUP FOR THE HOME

 FASHION & BEAUTY

### L'Oréal and Gjosa have teamed up to provide an environmentally responsible salon experience at home, with new technology that manages water consumption

**Spotted:** French cosmetics company L'Oréal has recently been committed to reducing the water consumption of its activities and also helping its partners to do so. As a result, they have teamed up with a Swiss environmental innovation company, Gjosa, to develop unique water micronisation technology, which was inspired by the way rocket engines work. Unveiled at the CES 2021 tech show, the Water Saver combines a micronisation technology with a showerhead cartridge containing haircare products by Kérastase and L'Oréal Professional. With this system, L'Oréal expects one billion gallons of water to be saved annually.

With the professional hair expertise of Kérastase and L'Oréal Professional, specially designed haircare formulas are infused directly into the water stream of the Water Saver. This promotes better product distribution and absorption, as well as improved efficiency. The showerhead divides the flow of water to create water droplets that are 10 times smaller, which are then accelerated for faster and more effective rinsing. Water Saver only uses two litres of water per minute compared to the eight litres used by standard showerheads, resulting in an 80 per cent cut in water use. Furthermore, the system features a data dashboard that allows salon professionals to monitor their water and energy consumption and savings.

The L'Oréal Water Saver haircare experience is currently available in select L'Oréal salons in New York and Paris. A global rollout is expected from now through to 2023, with plans for the system to be in 10,000 salons. A home version of Water Saver is also under development and will be launched at a later date.

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### **Takeaway:**

Salons are big consumers of water, with the average salon basin using 150 gallons each day. L'Oréal's Water Saver therefore provides a more environmentally responsible and sustainable solution, which allows salon professionals to manage their water consumption. The system not only has environmental benefits, but it also helps the professionals, by allowing them to closely monitor their water and energy savings.