

## Internship in CONSUMER SCIENCE - 6 months or more (from January 2017)

From: L'Oréal Research & Innovation | Product Performance Evaluation  
International Consumer Science Team / Contact: David Morizet - dmorizet@rd.loreal.com

To: Master degree in cognitive science /behavioral science / behavioral economic

### ROLE DESCRIPTION & PRINCIPAL ACCOUNTABILITIES

#### Innovation & sustainable development: how to help consumers to adopt sustainable beauty behaviours?

Strengthening our actions for sustainable development is one of the two main strategic objectives of L'Oréal Group (see [Sharing Beauty With All](#)). Our actions are organized around four major pillars: 1) developing sustainably, 2) sustainable production 3) sustainable innovation, 4) living sustainably.

The international product performance evaluation team is strongly committed in integrating the sustainable development dimension at the hearth of innovation while ensuring the translation of sustainable technical characteristics (i.e. environmental & social) into consumer relevant benefits.

The proposed mission will focus on identifying effective ways to encourage / facilitate the adoption of sustainable beauty behavior among consumers at a product level (eg. Pack design, type of message on the pack, product sensory properties...).

This work will involve:

- The achievement of an internal and external benchmarking on the subject
- The generation of original levers to encourage sustainable behaviors to beauty
- The evaluation of the effectiveness of these levers with consumers.

Besides this main mission, the trainee will be associated to the construction of the SBWA innovations evaluation studies & in the life of the international consumer science team.

### WHAT ARE OUR INTERNS LIKE?

They have a great ability to analyze and solve problems

They have strong decision-making and out-of-the-box thinking

They love challenge, take initiatives, are passionate, dynamic, and able to work in a fast-paced environment

They target scientific excellence & develop creative ideas

They are team-players



Explore the interns' life at L'Oréal : <https://www.youtube.com/watch?v=Tw9V5-swt-U>

### CONDITIONS

Location: Campus Charles Zviak -15 rue Pierre Dreyfus, 92110 Clichy (PARIS)

Monthly salary: 1250-1400€/month (before taxes)

### WHAT IS L'OREAL R&I?

Almost 4000 people working in more than 30 different scientific disciplines

32 international brands

761 M€ for research in 2014

501 patents in 2014

Our commitments:

60% reduction by 2020 of the environmental footprint of our plants and distribution centers, whilst bringing beauty to one billion new consumers.

100% of our plant-based raw materials are evaluated for their potential impact on biodiversity.

88% biodegradability for our shampoos and 86% for our shower gels reached in 2012.

### WANT TO JOIN US?

Send your candidate file to [dmorizet@rd.loreal.com](mailto:dmorizet@rd.loreal.com)