



#InnovatorsOnly  
#StayAheadOfTheGame

# L'ORÉAL BRANDSTORM 2017



# PLAY. EXPERIMENT.



# INNOVATE.

THE ULTIMATE INNOVATION COMPETITION  
SINCE 1992

## JOIN NOW

[WWW.BRANDSTORM.LOREAL.COM](http://WWW.BRANDSTORM.LOREAL.COM)

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IN PARTNERSHIP WITH

 L'ORÉAL  
MEN EXPERT



95,000

PARTICIPANTS



58

COUNTRIES

5

REGIONS



25



YEARS OF INNOVATION

# L'ORÉAL BRANDSTORM 2017

## #MISSION

DISRUPT MEN'S GROOMING WITH  
LIFE-CHANGING INNOVATION

CHOOSE  
YOUR PATH



BRAND CHALLENGE  
OR  
TECH CHALLENGE

BE  
INVINCIBLE



BUILD YOUR TEAM  
OF 3 STUDENTS

ONLINE  
PITCH

NATIONAL  
SELECTION

REGIONAL  
SELECTION

INTERNATIONAL  
FINALS IN PARIS



BE  
CONNECTED



WITH L'ORÉAL  
EXECUTIVES AND  
THE WORLD



BE  
EMPOWERED



WITH COACHING  
AND E-LEARNING



BE  
THE BEST



AND WIN  
10,000 EURO



REGISTER ONLINE UNTIL JANUARY 29<sup>th</sup> 2017

**DARE TO JOIN NOW**

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