

**L'Oréal Paris Revitalift Challenge:  
Over 10,000 women said they trust Triple Power.**

L'Oréal Paris invited 17,500 women in the Influenster community to take the #RevitaliftChallenge. Influenster is the leading product discovery and influencer marketing platform that helps brands foster connections, drive engagement, and create brand advocates. It has a community of 3MM+ members to generate online & offline conversations, create socially shared user generated content, and valuable market insights by polling the community after product trials. We sent all of these women a free, full-sized sample of Revitalift Triple Power Intensive Anti-Aging Day Cream Moisturizer and challenged them to try the product day and night for 14 days to see anti-aging results: visibly firmer, smoother, more hydrated skin. We instructed these women to take before & after photos to help gauge their results.

After engaging these women in the #RevitaliftChallenge, we asked them a number of statements about the product, including whether they love the product, whether they trust the product, and whether they would continue to use the product after taking the Challenge. We are proud to say that over 10,000 women agreed to each of these statements out of approximately 14,000 who responded to the survey.