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PRESS RELEASE

"I'M FINE": LANCÔME LAUNCHES A GLOBAL INITIATIVE TO BREAK THE SILENCE ON WOMEN'S MENTAL HEALTH

In partnership with the nonprofit ADAA, Lancôme is on a mission to help women recognize early signs of anxiety and depression.

October 8, 2026 –Every day, millions of women answer the simplest of questions: *"How are you?"*, with the same two words: "I'm fine". But behind those words can lie a very different reality, where women are silently struggling with their mental well-being.

Today, **approximately one in three[i] women will face an anxiety or depressive disorder in their lifetime**, twice as many as men, and many feel unable to speak out.

This is why Lancôme is taking action with the ***"I'm Fine"*** program developed alongside the leading non-profit mental health organization ADAA (Anxiety and Depression Association of America) to empower all women to check in on their mental well-being and recognize the early signs of anxiety and depression.

An Exclusive Global Study Reveals the Hidden Burden Behind "I'm Fine"

In partnership with Ipsos, Lancôme surveyed women across up to five countries in 2025 and 2026, revealing the true extent of this hidden struggle. The findings are clear: **80% of women admit to saying "I'm fine" when they are not** (up 4 points since 2025) and **72% say they regret having hidden how they truly felt.**

Mental health remains deeply difficult to talk about. **Over 60% of women** find it hard to speak openly about their mental well-being, a higher barrier than even other health topics long considered taboo, such as fertility (54%) or menopause (48%).

Women face gender-based factors that put their mental well-being at risk across all life stages and cultures: sociocultural pressures such as mental load and unequal domestic responsibilities, but also by physiological changes during the postpartum period, perimenopause, and menopause.

Yet many women feel unable to speak up. The most common reason is not wanting to burden others (52%), a finding that speaks to how deeply women tend to put those around them before themselves. Fear of not being understood or supported adds another layer (29%). But women also hold themselves back: 38% believe they must cope alone, 31% do not want to appear vulnerable, and 29% feel pressure to always project a positive image.

Supporting Women to Better Care for Their Mental Well-Being and Move Forward with Optimism

At Lancôme, we believe that optimism is a choice, a conscious and courageous choice to see life on the positive side and move forward, especially for women. Yet optimism can be fragile, and for millions of women facing so many gender-based pressures and struggling with their mental health behind closed doors, moving forward is becoming harder to reach. Supporting mental health is the natural extension of this belief –ensuring every woman has the strength to choose optimism.

"Beauty is not only about how we look: it is deeply linked to how we feel, how we connect, and how we lift each other up. In a world that often tries to silence women, we must act", said Vania Lacascade, Lancôme Global President. *"With about one in three women experiencing anxiety and depression in their lifetime, this is not a distant problem: it is affecting our mothers, sisters, daughters, and friends. Yet these issues remain hidden and under-addressed. At Lancôme, we feel a profound responsibility to bring this conversation into the light. We must act before women reach a*

breaking point, by supporting them to check in on themselves and recognize the early signs of anxiety and depression."

The *"I'm Fine"* program focuses on anxiety and depression, two of the most common mental health challenges for women[ii], and is built on two core pillars:

- Raising Awareness – a first step toward breaking the stigma around women's mental health. The *"I'm Fine"* campaign sends a clear message: women deserve to take care of their mental health, and speaking openly about it is the first step. To amplify this message globally, Lancôme is bringing together its most iconic brand ambassadors. Demi Moore, Christy Turlington, Zoé Saldaña and Vanessa Kirby are sharing their own personal stories to help rewrite the narrative around women's mental health and inspire all women to do the same.

- Promoting Prevention –through tangible, impactful tools, available on a dedicated platform – IMFINE.COM –designed to guide women through a clear, three-step journey:
  1. Check in on yourself —Lancôme is offering free, confidential access to two peer-reviewed self-assessment tools — GAD-7 (for anxiety) and PHQ-8 (for depression). Clinically validated, these tools help identify early signs of risk and support timely intervention.
  2. Reflect on yourself — Based on their results, women are guided through personalized, expert-led resources offering practical support to protect their mental well-being.
  3. Connect with the community — To foster a sense of shared experience, women are encouraged to connect through powerful testimonials from other women around the world who are sharing their own stories.

"Today, approximately one in three women will experience an anxiety or depressive disorder in their lifetime. This is a global public health issue we can no longer afford to ignore", said Dr. Helen Blair Simpson, Professor of Psychiatry at Columbia University Irving Medical Center (CUIMC), Director of the Center for OCD and Related Disorders and ADAA Ambassador for Women's Mental Health. *"This partnership is a collective commitment to dismantle the barriers of stigma and delayed care, and to empower women around the globe. Prevention is power. Early detection is critical. These tools empower women to understand what they are feeling, take action early, and prevent challenges from becoming overwhelming crises."*

A Global Movement for Women's Mental Health

The *"I'm Fine"* initiative will launch globally in October 2026 for World Mental Health Day, beginning with the US, Mexico, and Europe, followed by an expansion into North Asia, the UAE, and Australia in March 2027. Our goal is to encourage as many women as possible to proactively check in on their mental well-being and take the first step toward healing.

The mission is supported by renowned local non-profit partners, including Mental Health Innovations in the UK, Telefono Amico in Italy, Psycom in France, and Healthy Women in the US, who will help amplify the campaign's message and encourage women to take the self-assessment. The IMFINE.COM platform will be adapted to each local context, with culturally relevant resources and direct access to local support networks.

About Lancôme

Since its creation in 1935, Lancôme has inspired women of all generations to embrace beauty with confidence guided by a spirit of fearless optimism. A true powerhouse of progress, Lancôme blends innovation with emotion, pioneering skincare with breakthrough science & tech for a fully integrative approach; makeup artistry to make individuality shine and fragrance sensoriality to ignite emotion and joy.

About ADAA

For more than 50 years the Anxiety and Depression Association of America (ADAA) has been raising awareness about the causes of and best treatments for anxiety, depression, and related disorders by disseminating cutting edge science, promoting evidence-based clinical practice, and educating professionals and the public. ADAA envisions a future where all affected by anxiety, depression, and related disorders can access the help they need to lead fulfilling lives. Learn more about ADAA.

[i] The Reality of Women's Mental Health, ADAA (2026)
[ii] The World Health Organization (WHO)