

“BASIC”

QUESTIONS TO INSPIRING MINDS

—

Interview series



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# A conversation with...



**Diane Baras**

**Coach and Director at YOLO CONSEIL & COACHING since 2019**

I had the pleasure of working with Diane when she was Scientific Coordinator for L'Oréal Paris Skin Care. At the time, I was her regulatory partner.

Diane is a radiant soul, generous and deeply human. She has a rare ability to bring light and positive energy to any space, with contagious laughter and vibrant presence. Her creativity flows effortlessly and her talents are many. She embraces her emotions with sincerity.

To me, she was a true guide: always available, kind and a natural teacher. She took the time to explain, to share, to support. That generosity left a lasting impression on me, One I'll always carry with me. Meeting Diane is like meeting a spark. ✨

# What brought you into the cosmetic industry?

Almost by accident! I was studying engineering and, honestly, I was deeply unhappy. I was doing science for the science's sake. It lacked meaning and didn't fulfill me. I needed to have a clear impact. During my third year of studies, I was looking for an internship and nothing inspired me... I even considered working at McDonald's while I figured out a new path.

Then, just days before the deadline, an internship offer at L'Oréal came up. The title was "Understanding how light diffuses in the skin to explore why some Japanese women describe their complexion as transparent and luminous." Honestly, I didn't understand a word of it, but it sounded mysterious and poetic. I applied. From day one, I knew I had finally found my place.

Over time, I realized that cosmetics use science to make a tangible impact, especially for women, enhancing beauty and self-confidence. It also blends in an artistic dimension that has always fascinated me. Back then, I couldn't quite name it, but today I know: the world of cosmetics gave me a space to express both my sensitivities and uniqueness for a beautiful purpose.

What do you find most meaningful,  
inspiring or are passionate about  
cosmetic products?

What moves me about cosmetic  
products is the emotional impact they  
can have on women. For some,  
cosmetics open up a moment for self-  
care, of self-respect, of transformation.  
A moment to feel good. It's a deeply  
sensorial, almost poetic experience.  
That's why I find cosmetics magical.

What's more, cosmetics sit at the crossroad of science and creativity. They combine imagination, seriousness with playfulness. It's a world full of paradoxes where very different forms of expertise come together to create something unique.

How do you showcase the science behind your products and what challenges do you face in this process?

In my view, science is most powerful when it addresses a real need and genuinely improves people's lives. The real challenge, lies in not tipping over into scientific language that becomes elitist. The key is finding the right balance between scientific precision and creative expression. And that's anything but easy.

Can you think of a product or innovation that was particularly well-communicated or inspiring?

So many memories!

When I was in International Marketing at L'Oréal Paris, a new general manager, arrived and completely transformed how we communicated. He brought a younger, more modern approach, full of boldness.

What really stood out was the use of music: extremely dynamic tracks. But they weren't necessarily hit songs. There was a real search for musical pieces that *meant* something... subconsciously, the music conveyed efficacy. It was like a hidden claim, more powerful than the numerical ones we relied on at the time. It was smart because it was undeniable!

Is there a misconception you often face and would like to correct — internally or externally?

The misconception I'd most like to challenge is the idea that cosmetics are "just cosmetic" in the sense of being useless or superficial. No, cosmetics are powerful tools, part of a holistic approach to well-being and can play a major role in improving self-esteem. Today, as a coach, I use different methods to help people build confidence and overcome challenges in their lives. The tools have changed but the mission remains: helping people feel better about themselves. Cosmetics absolutely have a role to play in that.

What advice would you give to someone early in their career? Or something you wish you had known sooner?

Put *yourself* into your work. Bring your uniqueness, your “touch,” your essence to what you do. That’s what makes work exciting, what allows you to reinvent it and what helps push the industry forward.

What did I forget to ask you?

What comes after cosmetics? Because there is life after cosmetics!

In my case, I became a coach, working to strengthen men's and women's self-confidence so they can overcome challenges in both their personal and professional lives.

Once again, it's about improving self-esteem. So even if my methods are now radically different from cosmetics, the purpose remains the same.

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