



GOBIERNO DE PUERTO RICO

Comité de Prevención, Apoyo, Rescate y Educación
contra la violencia de género

L'ORÉAL®
CARIBE

L'Oréal Caribe signs collaboration agreement with PARE Committee Against Gender-Based Violence in Puerto Rico

The President of the PARE Committee and Secretary of the Family Department, Carmen Ana González Magaz, announced the signing of the collaboration agreement between the Committee and the world's leading beauty company L'Oréal Caribe. “L'Oréal Caribe has been characterized by being a very active corporate citizen in the community and with a very strong culture of volunteering. For us in the PARE Committee it is a privilege to have a partner of this caliber and I have no doubt that together we can create and develop messages of impact for the prevention of gender violence”, González Magaz pointed out.

“L'Oréal has historically defended the human rights of women and in our spirit of solidarity, we are alarmed when we hear the figures of gender-based violence on the island where a woman is murdered every week. The pandemic lockdown measures have undoubtedly created a very difficult environment for everyone around the world, but even more so for victims of domestic abuse on our island. We are committed to supporting the efforts of the PARE Committee through the education of our more than 100 employees, business partners, ambassadors of our brands, clients and consumers around the island,” said Liana Camacho, director of the Professional Products Division. of L'Oréal Caribe and Leader of the L'Oréal For The Future program in the Caribbean region.

Brands and their ambassadors have come together in one voice to amplify the message of #EIMomentoDeIPARE through their digital platforms. The effort was expanded to business partners by distributing the campaign kit that includes a QRCode to educate the thousands of clients who visit beauty salons every day.

Rosa Vargas, Corporate Communications Manager for L'Oréal Caribe shared, “Our brands and their ambassadors have come together in one voice to amplify the message of #EIMomentoDeIPARE through their digital platforms. We extend the effort to our business partners by distributing the campaign kit with the QR Code to amplify the message to the thousands of clients who visit beauty salons on a daily basis. In turn, we offer our employees the opportunity to volunteer in domestic violence shelters in Puerto Rico. 67% of our employees are women and our commitment is firm in creating safe spaces that promote human rights, equality and gender equity”.



As a company committed to the empowerment of women and to support victims of domestic violence, L'Oréal Caribe established a partnership with the “Red Nacional de Albergues de Violencia de Género” (Women's Shelters Network) to create the project ‘Courage is the New Beauty’ to empower survivors at nine shelters across the island. L'Oréal Caribe is also donating 247 Christmas toys to refugees at the shelters to help more families in the communities of Puerto Rico.

If you know someone who needs urgent help in Puerto Rico, call the 24/7 Confidential Guidance Line at (787) 722-2977, or use this link for more information: <https://linktr.ee/comitepare>

