

## L'ORÉAL INDONESIA TAKES PART IN COVID 19 RELIEF EFFORTS WORTH 32 BILLION RUPIAH

**Jakarta, 27 April 2020** – L'Oréal Indonesia today announced its solidarity action to support the national efforts to fight the Corona virus pandemic (COVID-19). The relief will be focused toward those who are working on the frontlines to battle the spread of COVID-19 in Indonesia including medical professionals, store workers, online *ojek* drivers, journalists, as well as highly impacted communities, particularly in the areas of DKI Jakarta and West Java.

Considering the estimated duration of the spread of COVID-19, L'Oréal's solidarity aids are distributed gradually from the month of April until June 2020, in the form of essential goods such as alcohol-based hand sanitizers and cleanliness/moisturizing products, as well as in the form of research grant to Eijkman Institute for Molecular Biology, totaling to an estimated value of IDR 32 Billion. The relief is reported today by the President Director of L'Oréal Indonesia, Umesh Phadke to the National Disaster Management Agency (BNPB) at the Graha BNPB office.

"It is in the most difficult of times that the Indonesian spirit of gotong royong really comes to life. The community binds together in adverse moments to protect its weakest and most vulnerable. Indonesia and Indonesians have given much to L'Oréal and now it is time to do our part by supporting everyone working on the frontlines. We hope that our contribution will help some of our friends weather this storm better and emerge victorious and healthy on the other side. We have always been bullish about the potential of Indonesia and continue to be optimistic about the future post COVID-19. We will fight against this virus together – bersama kita bisa mengalahkan virus Corona," explained **Umesh Phadke, President Director, L'Oréal Indonesia**.

Commenting on the research funding to Eijkman Institute for Molecular Biology, **Melanie Masriel, the Director of Communications, Public Affairs, and Sustainability** of L'Oréal Indonesia stated, "As a company founded on science, L'Oréal has been consistent to support the advancement of research in Indonesia since 2004 particularly through the L'Oréal-UNESCO For Women in Science program. In this pandemic situation, it becomes imperial for us to take part in supporting Eijkman Institute for Molecular Biology's genome sequencing research which will be an important input for further COVID-19 vaccine".

Below are the details of L'Oréal Indonesia's COVID-19 solidarity actions:

### 1. Donation of alcohol-based hand sanitizer

L'Oréal Indonesia's plant located in Jababeka Industrial Estate has produced Garnier hand sanitizers since early April 2020 and will also produce under the brand L'Oréal Paris. The first production batch of 420,000 units will be given to essential and salon workers, online *ojek* drivers, journalists and medical professionals who are working on the frontlines every day as well as underprivileged women-headed households, donated through its business partners and NGOs such as Yayasan Dokter Peduli (DoctorSHARE) and Yayasan PEKKA.

### 2. Donation of hygiene and personal care products

A total of 673,000 units of personal care products including face wash, shampoo, and moisturizer will be distributed through the National Agency of Drug and Food Control (BPOM), non-profit organizations such as DoctorSHARE and PEKKA, as well as through the Jababeka Industrial Estate where L'Oréal factory is located.

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### 3. Providing grants for COVID-19 research in Indonesia

Research grant will be allocated to Eijkman Institute for Molecular Biology to support research on the whole genome sequencing of COVID-19 in Indonesia. This research is an initial step toward the development of COVID-19 vaccine that is suitable for Indonesian people through data and sample collection from the SARS-CoV-2 virus.

### 4. Supporting salon business partners

As solidarity to our business partners, the company provides safety and hygiene training, support them to implement social commerce by selling retail product and distributes alcohol-based hand sanitizer. These efforts are aimed to help small and medium salon partners to revive their business post pandemic period.

In accordance to government's encouragement to take preventive measures, L'Oréal Indonesia has implemented various actions to ensure the health and security of our employees. The company has implemented Work from Home policy to all employees in head office and implemented the highest standard of health, safety and hygiene measures.

### About L'Oréal Indonesia

L'Oréal established PT L'Oréal Indonesia in 2000 and has operated its plant in Indonesia since 1986. L'Oréal brands in Indonesia are L'Oréal Professionnel; Kérastase; Matrix; L'Oréal Paris; Maybelline New York; Garnier; NYX, Lancôme; Shu Uemura; Yves Saint Laurent; Kiehl's; Urban Decay; perfumes from Giorgio Armani, Ralph Lauren, and Viktor & Rolf. L'Oréal Indonesia employ more than 900 employees in its office, plant, distribution center, hair training academy, and research evaluation and innovation center. L'Oréal Indonesia participate in For Women in Science in international and national level since 2004, supporting science education for young generation through L'Oréal Girls in Science since 2005 and empowering unprivileged women through Beauty for a Better Life since 2014. [www.loreal.co.id](http://www.loreal.co.id)

For more information, please contact:

#### **Magdalena Rospita**

External Communications Manager

Email: [Magdalena.rospita@loreal.com](mailto:Magdalena.rospita@loreal.com)

Website: <https://www.loreal.co.id/>

Instagram: @lorealindonesia