

# L'ORÉAL

## World Aids Day 2007: L'Oréal Mobilises Through Its Hairdressers Against Aids Programme

**Nearly 100,000 hairdressers worldwide will participate in this special day against AIDS.**

**Clichy, France, November 28th 2007** – On the occasion of World AIDS day on December 1st, L'Oréal will mobilise nearly 100,000 hairdressers worldwide through its Hairdressers against AIDS programme in partnership with UNESCO. L'Oréal will rely on its 190 training centres and 3,000 educators around the world to convey a strong message in the fight against AIDS. This initiative, launched in South Africa by L'Oréal in 2001, has been progressively rolled out and is present today in 15 countries.

Over the last year, the commitment to the programme has increased considerably. In 2007, *Hairdressers against AIDS* is operating in France, South Africa, Sub-Saharan Africa, Brazil, China, UK, Italy, India, Poland, Germany, Spain, Portugal, Thailand, Malaysia and Argentina, and should be running on every continent by the end of the year.

The purpose of this initiative is to bring awareness to a potentially vast population, by introducing specific educational modules on HIV/AIDS prevention within hairdressers' training programmes. On December 1st Hairdressers who have joined the programme will actively address the issue of AIDS with the general public in an effort to raise the awareness of the disease and its prevention.

### In recognition for Business Excellence

The *Hairdressers against AIDS* initiative received in 2006 the prestigious award for Business Excellence from the Global Business Coalition, an international organization which brings together 227 companies committed to fight against HIV/ AIDS on a worldwide basis.

For further information, please visit the "Hairdressers against AIDS" website:  
[www.hairdressersagainstaids.com](http://www.hairdressersagainstaids.com)

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## About L'Oréal

L'Oréal has devoted itself to beauty for over 100 years. With its unique international portfolio of 34 diverse and complementary brands, the Group generated sales amounting to 25.8 billion euros in 2016 and employs 89,300 people worldwide. As the world's leading beauty company, L'Oréal is present across all distribution networks: mass market, department stores, pharmacies and drugstores, hair salons, travel retail, branded retail and e-commerce.

Research and innovation, and a dedicated research team of 3,870 people, are at the core of L'Oréal's strategy, working to meet beauty aspirations all over the world. L'Oréal's sustainability commitment for 2020 "Sharing Beauty With All" sets out ambitious sustainable development objectives across the Group's value chain. [www.loreal.com](http://www.loreal.com)

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