

我们共同的愿景

人类自诞生以来就向往美。  
这是跨越古今、国别和文化的普世愿望，

美是激励我们前行的强大力量。

美不仅限于外表，  
美，在**我们**追求自我实现和与他人的关系中赋予我们信心。

一百多年来，我们孜孜不倦的**专注于唯一事业：创造美**。  
秉承欧莱雅创始人的开拓精神，在其家族始终不渝的支持下不断寻求发展。  
我们的宗旨是为全球每个人提供最**优质、高效、安全、真诚和负责任**的美妆产品，  
以满足**所有人无穷而多元化**的美丽需求与愿望。

我们不断创新以研制出更为高效的产品和服务，**因为美是一种永无止境的追求**，  
我们的每一个品牌都致力于让所有人**绽放最美的自己**，**因为我们崇尚多元化**，  
我们恪守强有力的价值观和严格的道德准则，**因为我们立志成为长久发展的表率**，

**作为美丽行业的领跑者。**  
**我们清楚地认识到我们所做的一切都可以影响深远。**

**因此，**

我们**依托**最先进的科学技术，**不断**从大自然汲取灵感，努力**创造美丽未来**  
我们为**员工**提供最佳工作条件、**培训机会**和**社会保护**，以**推动社会创新**  
我们致力于构建一个**更具包容性的企业**，以**保障我们所服务的消费者的多样性需求**  
我们在**相互信任和共同发展**的基础上，与我们的**客户**和**供应商**建立持久的伙伴关系  
我们以**强健的经营模式**为所有**利益相关方**创造价值  
我们争做在**女性相关事业**和**强化社区链接**的**佼佼者**  
我们致力于应对**气候变化**，尊重**生物多样性**和**保护**自然资源，**守护**地球家园

在欧莱雅，我们享有一个**共同的愿景**。  
为**推动世界进步**而创造美。

The desire for beauty has existed since the beginning of humanity,  
It's a universal aspiration which crosses time, countries, and cultures.

Beauty is a powerful force that moves us.

We know that beauty is more than just looking good,  
Beauty gives us confidence in who we are, in who we want to be, and in our relationships  
with others.

For over a century we have been dedicated to one sole vocation: creating beauty.  
Remaining true to the pioneering spirit of our founder, with the unwavering support of his  
family, who always accompanied our development.  
Our goal is to offer each and every person around the world the best of beauty in terms of  
quality, efficacy, safety, sincerity and responsibility  
to satisfy all beauty needs and desires in their infinite diversity.

Because beauty is a permanent quest, we harness the power of our innovation to  
continually enhance the performance of our products & services.  
Because we value diversity, we leverage each of our brands to celebrate all expressions of  
beauty.

Because we strive to be exemplary with a long-term vision, we anchor our actions in our  
strong values and demanding ethical principles.

And because we are the global leader in beauty,

We are aware that everything we do can have a meaningful impact, therefore:  
We act to shape the future of beauty by leveraging the best of science and technology,  
increasingly inspired by nature

We act to drive social innovation by offering the best working conditions, training, and  
social protection for our employees

We act to build a business with inclusivity at its heart by ensuring we are as diverse as the  
people we serve

We act to nurture lasting partnerships with our clients and suppliers based on mutual trust  
and collaboration

We act to create value for all our shareholders, by sustaining a robust business model

We act to champion the cause of women and to strengthen the communities with which  
we engage

We act to protect the beauty of the planet, by fighting climate change, respecting  
biodiversity and preserving natural resources.

At L'Oréal, we share a common purpose to

**Create the beauty that moves the world**