



L'Oréal Caribe appoints DDB Latina Puerto Rico as its new creative agency starting in January

(January 26, 2022, San Juan) – With the objective of providing a greater strategic focus on creative development in its business, L'Oréal Caribe, the leading beauty company, announced that it is incorporating a creative advertising agency for the first time for its four divisions of Consumer, Professional Products, Luxe and Active Cosmetics, encompassing all beauty categories, through the designation of DDB Latina Puerto Rico as a business partner as of January 2022.

“L'Oréal is recognized as the world's largest cosmetics, skincare, haircare and fragrance company, and the leading beauty company in Puerto Rico and the Caribbean. Our ambition is to continue growing and the designation of DDB Latina Puerto Rico as our creative agency for our four divisions is an exciting development. DDB Latina shares our passion for L'Oréal brands to meet the diverse needs of all consumers throughout the Caribbean,” said **Dave Hughes, General Manager of L'Oréal Caribe.**

During the past year, L'Oréal Caribe has been making changes in the structure of advertising agencies with the aim of evolving its strategy, strengthening its digital capabilities, and creating synergies through its different divisions.

“In the past few years, it has become more important than ever to deliver creative campaigns that truly resonate with Puerto Ricans and that we maximize data strategies to build relevance and loyalty. A key criteria for our designation as an agency is that they share our values and we have found great fit with the DDB Latina Puerto Rico team, joining the L'Oréal Caribe family as a business partner focused on their capabilities as a creative agency and on the knowledge they possess to support us in our continued growth and bring out the best of our brands in the Caribbean,” said **Carolina Bermúdez, Senior Manager of Corporate Marketing and Digital Innovation at L'Oréal Caribe.**

“We are excited about the designation as L'Oreal Caribe's creative and transformation agency for all divisions. We aspire to be a business catalyst for L'Oréal, bringing together exceptional creativity and knowledge of data and technology, the goal is to create connected experiences to offer the consumer,” said **Edgardo Rivera, CEO of DDB Latina Puerto Rico.**

L'Oréal Caribe manages a portfolio of over 30 global beauty brands, including L'Oréal Paris, Garnier, Maybelline New York, NYX Professional Makeup, Essie, Carol's Daughter, Dark & Lovely, Thayers, Lancôme, Ralph Lauren, Yves Saint Laurent Beauté, Giorgio Armani Beauty, Cacharel, Kiehl's, Clarisonic, Urban Decay, It Cosmetics, Diesel, Atelier Cologne, Valentino, Maison Margiela Paris, L'Oréal Professionel Paris, Redken, Kérastase, Matrix Professional Technology, Pureology Serious Color Care, Mizani Professional Technology, La Roche Posay, Vichy, Dermablend Professionel, and CeraVe.

L'Oréal is positioned as the world's third advertiser for its investments in all of its brands internationally. *Ad Age's* 2021 Marketers of the Year recently recognized L'Oréal, highlighting brands that showed impressive recovery or found innovative ways to build on momentum established during the early stages of the pandemic. After a year of store closures, lockdowns, and other challenges L'Oréal recovered faster than the rest of the market across all of its



businesses in the U.S. and globally. The accelerated turnaround is credited to the move away from department stores, a strengthened e-commerce strategy, a focus on fast-emerging skincare brands, and an "advertising as a service" approach to marketing.

Photo caption left to right:

Carolina Serrano, Senior Marketing Manager Consumer Products Division L'Oréal Caribe

Michele Kirschner, Director Luxe Division L'Oréal Caribe

Inebelle Velez, COO DDB Latina Puerto Rico

Edgardo Rivera, CEO DDB Latina Puerto Rico

Carolina Bermúdez, Senior Manager Corporate Marketing & Digital Innovation L'Oréal Caribe

Dave Hughes, General Manager L'Oréal Caribe

Carmen Pruna, Director Active Cosmetics Division L'Oréal Caribe

Liana Camacho, Director Professional Products Division L'Oréal Caribe

About L'Oréal Caribe

L'Oréal is recognized as the world's leading beauty company, encompassing a wide variety of brands within four main divisions: Consumer Products Division, Professional Products Division, Luxe Division and Active Cosmetics Division. L'Oréal Caribe manages a portfolio of 31 global beauty brands, including makeup, cosmetics, hair care, skin care, and perfume. L'Oréal Caribe is an active member in the community with a strong culture of volunteerism and a commitment to support the communities where we operate. L'Oréal Caribe has been named Great Place To Work and is a certified "Women Preferred Employer". From its offices in Puerto Rico, L'Oréal Caribe manages the Caribbean region with 25 islands, sharing a common purpose to create the beauty that moves the world. For more information, visit www.loreal.com/en/caribbean/.

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