



L'Oréal Caribe fosters a culture of innovation in the beauty industry

Appoints Wavemaker Puerto Rico as its media agency of record.

(October 6, 2021, San Juan) – L'Oréal Caribe, leading beauty company, fosters a culture of innovation through its rapid pace of digitization and innovation in beauty, talent acquisition, and upskilling initiatives to build a digital first company, which lives by the company's goal of "Digital for All".

Dave Hughes, General Manager for L'Oréal Caribe said: *"At L'Oréal Caribe we believe in the culture of learning, in the diversification of the expertise of our employees, in developing their strengths and helping them acquire skills, in their internal career development and offer a range of programs to realize these values. Thanks to a clear focus on upskilling our teams on digital capabilities, we at L'Oréal have a talent community that began as marketers and have now specialized as digital experts".*

This year, L'Oréal Caribe added the Digital Innovation capacity to its corporate functions by developing and promoting its internal talent with the appointment of Carolina Bermúdez as Senior Manager of Corporate Marketing and Digital Innovation for Puerto Rico and the Caribbean region, reporting to Dave Hughes, General Manager of L'Oréal Caribe from the offices in Guaynabo.

Carolina Bermúdez, Senior Manager of Corporate Marketing and Digital Innovation said: *"At L'Oréal Caribe, we see digital as a fundamental part of the marketing mix of our brands, and we are taking the necessary steps to stop seeing it as an individual strategy but as an integrated one. The need to innovate within this space is at an all-time high with the rapid pace of digital transformation that we see in the world. My vision is that this innovation should benefit from our internal processes to the way we connect with our consumers with the goal of offering an optimized experience to our consumers and helping them achieve their infinite beauty aspirations".* Bermudez began her career at L'Oréal Caribe in 2017 as Digital Brand Manager for the Consumer Products Division and has more than 10 years of experience in the industry having led a variety of brand businesses mostly within the consumer products industry.

Amid the digital transformation that the company is leading globally, L'Oréal Caribe appointed Wavemaker Puerto Rico, the media, content and technology agency, as its media agency of record as of October 2021.

Dave Hughes added: *"Wavemaker Puerto Rico joins the L'Oréal Caribe family as a strategic business partner, focused on its evolving and innovative capabilities and on the changes in the media landscape in our region. Wavemaker is also the agency of several of the main international markets of L'Oréal, proving that they have the right tools to support us in our digital transformation and continuous growth, and to bring out the best of our portfolio of international brands in the market of Puerto Rico and the Caribbean Islands".*

Lourdes Ocasio, Managing Partner of Wavemaker Puerto Rico said: *"L'Oréal is the world leader in beauty with an incredible portfolio of brands. At Wavemaker Puerto Rico we are very pleased with our integration as a strategic business partner to help L'Oréal Caribe create the beauty that moves the world together with our dedicated team".*



Photo Caption:

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

Dave Hughes, General Manager L'Oréal Caribe

Lourdes Ocasio, Managing Partner Wavemaker Puerto Rico

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 fragrance. 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 recognized by 'Great Place to Work' and a 'Women Preferred Employer' in Puerto Rico. From its offices in Puerto Rico, L'Oréal Caribe manages the Caribbean region with 25 island markets, sharing a common purpose to create the beauty that moves the world.

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