



L'ORÉAL PARIS PARTNERS WITH HIMAYAH ORGANIZATION TO LAUNCH ITS INTERNATIONAL TRAINING PROGRAM

“STAND UP AGAINST STREET HARASSMENT”

L'Oréal Paris in partnership with Himayah Organization will roll out the Stand Up training program developed by international NGO Hollaback! to train 35,000 people in Saudi on bystander intervention to tackle street harassment.

L'Oréal Paris recently announced the 50th anniversary of its iconic tagline, “Because We’re Worth It.” For half a century, the brand has been relentless in its dedication to breaking down barriers. From pioneering science and innovations that empower women through beauty, to its diverse family of global Spokespeople, L'Oréal Paris continues to challenge stereotypes, giving women the confidence and power to take the place they deserve in society.

A WORTHY CAUSE: STAND UP AGAINST STREET HARASSMENT

Because street harassment goes against everything L'Oréal Paris stands for, the brand launched the Stand Up Against Street Harassment program on March 8, 2020, in partnership with Hollaback!, an international NGO that aims to end harassment of all forms. Stand Up is focused on raising awareness about street harassment and training 1 million people by 2021 with Hollaback's “5D's” methodology, a program to learn safely how to respond when you are being victim or witness of street harassment. To this day, over 150,000 people have been trained with Stand Up across 16 countries and 1 region (the Caribbean) with local NGO charity partners.

Today, L'Oréal Paris has partnered up with Himayah Organization, the only non-profit organization in Saudi that protects women against gender based violence, to launch the training program in Saudi, with the goal of training more than 35,000 people across the kingdom within the next two years.

“We are proud to partner with the Himayah Organization to shed light and raise awareness on this important cause in Saudi Arabia and the GCC. L'Oréal Paris has always been committed to empowering women through beauty and by protecting their self-worth through programs like Stand Up. We will continue to break down barriers and pursue our mission relentlessly until we no longer need to remind women of their worth!” Ahmed Wagih, General Manager, Consumer Products Division at L'Oréal Middle East

“We share a common mission with L'Oréal Paris to protect women, so our partnership is a natural fit. Together, we will give women the tools to feel safe in responding to situations of harassment - whether they are a victim or witness. Through this joint effort, we will strive to empower women to walk freely and confidently in all public spaces” Added Samira Khalid AlGhamdi, Founding Member & Chairwoman of Himayah Organization

STREET HARASSMENT IN PUBLIC SPACES: A PRIORITY ISSUE

STANDUP

against street harassment

by L'ORÉAL
PARIS

with 

Some figures drawn from across 15 countries among the world** indicate the global expansiveness of street harassment: 80% of women have experienced street harassment in a public space at least once in their lives**, with all respondents from all countries reporting a high level of exposure to these incidents (for e.g. 73% in the UAE, 80% in the UK, 94% in South Africa, 92% in Mexico, 85% in Thailand or 84% in Canada**).

In order to continue building safe and inclusive spaces for all, L'Oréal Paris and its spokespeople encourage the public to join the movement by getting trained on standup-international.com and share about the training on social networks, with a 5D's hand sign and the hashtag #WeStandUp.