

# L'ORÉAL

## L'Oréal supports the reopening of hairdressing salons in Portugal

**Partner of hairdressers for over 110 years, the L'Oréal Professional Products Division reinforces its support and partnership with the professional industry during the unprecedented period of Covid-19.**

A study carried out by L'Oréal Portugal reveals that **86% of Portuguese women are interested in visiting their hairdressing salon after the quarantine ends**, with 83% having the priority of cutting their hair and 42% doing coloring.

The L'Oréal Professional Products Division has mobilized to assist hairdressers in reopening salons by **supplying hand sanitizers and protective masks**. The goal is that the opening of salons is done in the safest way possible.

Worldwide, L'Oréal will distribute 8.5 million protective masks to salons in Europe and 20 million in the USA and will ensure that the masks are available in all countries. In addition to this initiative, **3.5 million units of Hydroalcoholic Gel will be distributed, which is currently being produced in the Group's factories, and which is intended only for distribution to professionals.**

In Portugal, L'Oréal's Professional Products Division will distribute **40,000 units of 400ml Hydroalcoholic Gel to its partner salons by the end of the year and between 170,000 to 250,000 mask units (depending on international supply)**. In a first phase, the Hydroalcoholic Gel will be distributed free of charge and will go to each salon together with the orders placed in the coming months, **15,000 free units will be delivered**. In a second phase, this product will be available in the catalogue, for exclusive sale to professionals.

In addition to these safety materials, L'Oréal's Professional Products Division has already made available to all professionals, a hygiene and safety guide for the reopening of hairdressing salons, held sessions using a Facebook live format for sharing this guide, provided a kit of materials for printing and use in hairdressing salons and a digital kit so that professionals can communicate, through posts on social networks, the new hygiene and safety standards to their customers.

Gonçalo Nascimento, Director of the Professional Products Division at L'Oréal, says: *"As business partners for our customers, our priority is to support hairdressers and the professional sector in Portugal. We have been working hard to honor our mission and commitment to be with our partners in these difficult and unexpected weeks. We do it with communication and continuous proximity, with dozens of live trainings, sessions and exclusive digital content."*

Simultaneously, **the campaign "Beauty is in caring" was launched by the L'Oréal Professional Products Division in partnership with Tech4Covid's Preserve Platform**. The objective is to encourage the purchase of vouchers for services and professional products and provide a source of revenue to closed hairdressers, through the #EuApoioOMeuCabeleireiro movement. Vouchers can be purchased at <https://loreal.preserve.pt/>.

L'Oréal has already introduced several measures to support hairdressers since the beginning of the Covid-19 period:

- **Extension of the payment term:** L'Oréal has granted its customers, since March 26, the extension of the payment term for their orders. In Europe, 65 thousand salons benefited from this condition and approximately 100 thousand salons did so worldwide. In Portugal, this measure was proposed to all independent salons, with invoices to be paid in March and April, months of lockdown, in which salons had virtually no profit. More than 1 thousand salons are in this situation.
- **E-learning training for hairdressers:** L'Oréal Access is the largest e-learning platform in the world and is exclusive for hairdressing professionals. Available in 20 countries, it has tutorials, webinars and online learning modules. Since the beginning of the confinement, the platform has increased from 42 thousand to 100 thousand users, providing learning content for hairdressers and helping them to use their time at home to invest in their training.
- **Facebook groups for professionals:** The brands in the L'Oréal Professional Products Division provided constant support to hairdressers in their private Facebook groups. Since the beginning of the Covid-19 context, more than 40 videos have been made in live format, on technical and business topics and 25 educational videos.

Present throughout the national territory and frequented by about 8 million Portuguese, professional beauty spaces provide services well known to the entire population. According to INE data, there are more than 38,000 hairdressing salons and beauty institutes in Portugal.

#### **About L'Oréal**

L'Oréal has been dedicated to beauty for over a century. With its international portfolio of 36 diverse and complementary brands and around 86 thousand professionals, in 2019 the Group generated sales of 29.87 billion euros. A world leader in beauty, L'Oréal is present in 150 countries and in all sales channels, including large distribution and department stores, pharmacies and parapharmacies, hairdressing salons, travel retail, own stores and e-commerce. Research and innovation, with a dedicated team of researchers of 4000 people, are at the heart of the strategy. The Group's commitment to sustainability - Sharing Beauty With All - sets ambitious goals for sustainable development throughout its value chain. [www.loreal.com](http://www.loreal.com)

#### ***For more information, please contact:***

Lift Consulting – 21 466 65 00

Helena Rocha | [helena.rocha@lift.com.pt](mailto:helena.rocha@lift.com.pt) | 917 176 862

Maria João Costa | [mjoao.costa@lift.com.pt](mailto:mjoao.costa@lift.com.pt) | 961 352 437