



L'Oréal Brasil will donate over 750 thousand units of alcohol-based hand sanitizer and other hygiene products to hospitals and vulnerable communities to combat coronavirus

Rio de Janeiro, April 03rd 2020 – In the fight against the spread of the Coronavirus (COVID-19), L'Oréal Brasil announce an action plan to support Brazilians. L'Oréal Brasil started the industrial production of 170 tons of alcohol-based hand sanitizers in their factory in São Paulo, focusing donations to public hospitals and vulnerable communities. In addition to the free distribution of hand sanitizers, the company will distribute other personal hygiene and personal care products. In total, there will be over 750 thousand units of alcohol-based hand sanitizers and other hygiene products. This commitment, which starts in Brazil and will be spread over Latin America, is made in addition to L'Oréal's Europe-wide and Americas Coronavirus Solidarity Program.

L'Oréal Brasil's initiative will be implemented immediately and includes the following measures:

- **Solidarity with health authorities and professionals:** L'Oréal Brasil will donate alcohol gel and personal care products free of charge to public hospitals and health professionals who are at the forefront of fighting against the virus.

La Roche-Posay and CeraVe brands will also donate hydration products, protection and repairing of the skin barrier products to professionals who daily experience the effects of excessive use of masks, as well as the intense drying of the hands skin.

The distribution of alcohol gel and products will be done through a partnership between L'Oréal Brasil and the Brazilian Society of Dermatology, who mobilized the Health Offices of the states most affected by COVID-19 - Rio de Janeiro, São Paulo, Ceará and the Federal District. The personal care products will be sent to the Dermatologic Services of the affected hospitals, so they can distribute to health professionals.

- **Solidarity with vulnerable communities:** in order to join forces for health and hygiene in vulnerable communities in Rio de Janeiro and São Paulo, the company will donate hand sanitizer and other personal hygiene products, such as shampoo and conditioner from their brands L'Oréal Paris, Garnier, Niely, L'Oréal Professionnel and Redken.

As part of the movement "Rio Contra Corona", coordinated by the Instituto Ekloos and other entities, and with the support from organizations such as Redes da Maré, Casa Amarella and Casa do Menor, the items will be distributed in communities of Complexo da Maré, Complexo do Alemão, Morro da Providência, Rocinha and Cidade de Deus. In São Paulo, the partnership will be with NGOs Gol de Letra e Arca do Saber to distribute to the vulnerable communities of Vila Prudente, Vila Albertina and Tucuruvi.

L'ORÉAL BRASIL

For An Verhulst-Santos, L'Oréal Brasil President, in moments such this we must join forces for a common goal. "In this unprecedented crisis, it is our responsibility to contribute to the collective effort. Through these actions, we express our recognition, our support and our solidarity towards those who are demonstrating extraordinary courage and selflessness in their efforts to combat the COVID-19 and for vulnerable communities that are the most affected".

About L'Oréal Brasil

L'Oréal has been dedicated to beauty for over 100 years. With its unique international portfolio of 36 diverse and complementary brands, the L'Oréal Group generated sales worth 29.8 billion euros in 2019 and employs 88,000 people worldwide. As the world's leading beauty company, L'Oréal is present in all distribution networks: mass market, department stores, pharmacies and drugstores, beauty salons, travel retail, brand retail and e-commerce. Research and innovation, and a dedicated research team of nearly 4,000 people are at the heart of L'Oréal's strategy, working to meet beauty aspirations around the world.

In Brazil, the fourth largest beauty market in the world, the company completed 60 years in 2019 and is one of the leaders among beauty companies, with a portfolio of 19 brands in the country, such as L'Oréal Paris, Maybelline, Garnier, Niely, Colorama, Kerastase, L'Oréal Professionnel, RedKen, La Roche-Posay, Vichy, SkinCeuticals, CeraVe, Lancôme, Diesel, Ralph Lauren, Giorgio Armani, Yves Saint Laurent, Urban Decay and Cacharel.