

# L'ORÉAL

## L'Oréal Russia launches a coronavirus solidarity program

**Moscow, April 2020** - In the wake of the initiatives already launched by the Group in Europe, L'Oréal Russia is implementing a **solidarity program to support the fight against coronavirus**. This program aims at supporting various stakeholders: hospitals and healthcare professionals, who are on the front-line in the fight to curb the spread of coronavirus; food distribution stakeholders, who guarantee the essential needs of consumers; orphanages' and nursing homes' staff; and non-profit organizations who are committed to protect the more vulnerable population, particularly with regards to taking care of elderly people, and who are in need of support now more than ever.

L'Oréal Russia will implement the following measures with immediate effect:

- ▶ **Solidarity with health authorities:** L'Oréal factory in Russia, located in Kaluga region, starts manufacturing hydro-alcoholic gel and will distribute it free of charge to health authorities, as well as to hospitals in Kaluga region. The launch of the test batch of hydro-alcoholic gel took place in the presence of the acting regional governor V.V. Shapsha. The factory will continue to manufacture gels as long as necessary.
- ▶ **Solidarity with health professionals:** La Roche-Posay launches hand sanitizer to support doctors and pharmacies' staff. Besides, La Roche-Posay will donate to several clinics hand moisturizers Lipikar Xerand. L'Oréal Paris also contributes to the fight against the Covid-19. To support healthcare professionals who risk their health, L'Oréal Paris will supply 100 000 units of hand sanitizer to Russian hospitals treating patients with coronavirus infection.
- ▶ **Solidarity with food distribution stakeholders:** Garnier will supply and distribute 100 000 units of hand sanitizer free-of-charge to its Russian food distribution customers for their employees, who are continuing to work to meet consumers' basic needs, so that they can protect themselves by following the recommended precautions.
- ▶ **Solidarity with SMEs in our distribution networks:** Some of the businesses most affected by confinement measures are beauty salons. L'Oréal supports beauty salons and hairdressers through ongoing education and providing recommendations on how to maintain a business during the self-isolation regime and after returning to a normal functioning.
- ▶ **Solidarity with the most disadvantaged:** L'Oréal Russia has decided to donate shampoos as an essential hygiene product to «Rus'» foundation who are providing the most needy citizens, including lonely elderly people, with “Essential products' kits”. Additionally, L'Oréal Russia will meet the specific needs of people staying in nursing homes and hospices and provide them free-of-charge with shampoos and moisturizing balms via partnership with «Starost' v radost'» and «Vera» foundations. Such support is necessary in the current situation when the main forces and funds of these social institutions are aimed at ensuring the safety of staff and beneficiaries.

*"L'Oréal Russia feels a deep responsibility to help address this crisis and to show solidarity with the community facing this exceptional situation, and wishes to express its gratitude and support to all those who are taking extraordinary action to fight this pandemic. We stand in solidarity with the brave people who are tirelessly and selflessly working to end this pandemic, and it is our hope that, through these actions, we are able to provide some relief during this challenging time. And I am proud to see the mobilization and resilience of my teams who wish to get involved and do their part in this unprecedented struggle",* **said Claudio Cavicchioli, General Manager of L'Oréal Russia & CIS.**

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### ***About L'Oréal***

*L'Oréal has devoted itself to beauty for over 100 years. With its unique international portfolio of 36 diverse and complementary brands, the Group generated sales amounting to 29.87 billion euros in 2019 and employs 88,000 people worldwide. As the world's leading beauty company, L'Oréal is present across all distribution networks: mass market, department stores, pharmacies and drugstores, hair salons, travel retail, branded retail and e-commerce.*

*Research and innovation, and a dedicated research team of 4,100 people, are at the core of L'Oréal's strategy, working to meet beauty aspirations all over the world. L'Oréal's sustainability commitment for 2020 "Sharing Beauty With All" sets out ambitious sustainable development objectives across the Group's value chain.*

*More information: <https://mediaroom.loreal.com/>*

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### ***About L'Oréal Russia***

*L'Oréal is present in Russia since 1990s. Today the branch is present all over Russia and in all distribution channels with 26 international brands, available in mass-market channels, in hair salons, in selective distribution and in pharmacies. In 2010 L'Oréal opened its first factory in Russia, in Kaluga region, which produces hair shampoos, hair conditioners, skin care products and hair-dyes for the L'Oréal Paris and Garnier brands. In 2012 the first Academy for training of beauty professionals was established, and in 2015 the second Academy in St. Petersburg opened its doors. For more information: [www.loreal.com.ru](http://www.loreal.com.ru) and Twitter [@lorealrussia](https://twitter.com/lorealrussia)*

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