

L'Oréal Ukraine launches a solidarity plan to support its community and face the COVID-19 outbreak

Kyiv, April 2020 – L'Oréal Ukraine is donating more than 100,000 products, including hand purifying hydro-alcoholic gels to hospitals, pharmacies, food stores and drugstores. The measures taken by the company in Ukraine are part of a wider Solidarity Program implemented by L'Oréal Group across Europe to support the fight against coronavirus.

Within the plan developed, L'Oréal Ukraine will take the following measures, having completed all procedures required for the products delivery to our country:

- **Solidarity with the first line medical staff facing the current situation:** as it is important to help the medical staff facing extreme working conditions these days, such as dry skin due to heavy use of hand disinfectant gels and face masks, **L'Oréal Ukraine donates hand care and face care products (in amount of 20,000 sets of La Roche-Posay products)** to the doctors, pediatricians and other healthcare institutions staff in our country;
- **Solidarity with healthcare, pharmacy, food stores and drugstores staff:** L'Oréal factories already started producing hand purifying hydro-alcoholic gels under **La Roche-Posay, Garnier and L'Oréal Paris** brands. L'Oréal Ukraine will donate to doctors, pharmacists and retailers over **85,000 units of hand purifying hydro-alcoholic gels** in Ukraine in the coming months;
- **Solidarity with persons in need:** L'Oréal Ukraine is donating **personal hygiene products** to organizations supporting vulnerable people;

The delivery to all main hospitals in Ukraine is being conducted **with the support** and by means of **Nova Poshta**, main Post Service of express deliveries in Ukraine, who was one of the local businesses reacted quickly and effectively, supporting country in this difficult period.

Mark Sawchuk, General Manager of L'Oréal Ukraine comments: *“L'Oréal Ukraine wish to show solidarity with Ukrainians facing this exceptional crisis situation, and wish to express our gratitude and support to all those who are taking extraordinary actions to fight this pandemic. I believe it is our responsibility to contribute to the collective efforts. I am proud to*

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see the mobilization and resilience of our teams who wish to get involved and do their part in this unprecedented time."

About L'Oréal Ukraine

L'Oréal Ukraine is one of the leaders in the market of cosmetics and perfumes (#1 Cosmetics Group in the World). **Ukrainian branch was established in 2004. As of 2019, **more than 270 employees work in Ukraine** and **88,000 employees** in different branches of the company **across the world**, and in 2018, we registered **497 patents of inventions.** The company is represented (has its branches) in **150 countries** and has **36 complementary brands** in its portfolio. There are 4 Departments in Ukraine: **Mass Products Department**, **Luxury Products Department**, **Professional Products Department** and **Active Cosmetics Department.***

Web-site: <http://www.loreal.ua/>