

With the help of the first guide to Hygiene and Safety in Salons

## **L'Oréal is offering support to Spanish hairdressers to help them safely return to work in salons**

- This **support scheme for the sector** produced by the **Professional Products division of L'Oréal España** – with brands such as L'Oréal Professionnel, Kérastase, Redken, Matrix, Shu Uemura Art of Hair, Biolage and Pulp Riot– includes **measures that will provide financial support such freezing invoices, on-going online training, a consulting service and two guides** – one on business continuity and now, this guide focusing on hygiene and safety.
- The recommendations include measures such as working by appointment only, reorganising your work area and staff rota, using masks when it is not possible to maintain a distance of two metres from other people and not accepting cash as payment, in addition to complying with hygiene and safety legislation established by the Ministry of Health.

**Madrid, 23rd April 2020** - With a view to being ready for the first phase of de-escalation for business activity and with new regulatory measures for the sector to come - yet to be determined by the authorities -, the 50,000 hair salons in Spain will be working against the clock when their businesses reopen.

With this in mind, the Professional Products division of L'Oréal España, the leading group among the 120,000 hairdressers who provide its services in Spain, has been working with the sector since this state of alarm was announced to safeguard the future of hair salons and to help hairdressers return to work as soon as possible in the best possible conditions. *"For 110 years, the future of every hair salon has been our future and the professional and personal well-being of each hairdresser, our main concern, so now more than ever, we are offering them our support with a comprehensive action plan"*, says Ainhoa Aramburu, the general manager of L'Oréal Professional Products in Spain, which includes the brands L'Oréal Professionnel, Kérastase, Redken, Matrix, Shu Uemura Art of Hair, Biolage and Pulp Riot.

Among this range of measures, it focuses on:

- **The Hygiene and Safety in Salons Guide** (pdf attached and it can also be accessed on the web at [LorealAccess](#)). Whilst waiting for the Spanish Government to draw up a specific plan for reopening hair salons, it offers a framework of recommendations based on all the information currently available: measures for businesses that are already open, WHO advice, safety protocols that have been approved in countries where hair salons are about to open and expert advice. It includes guidelines on reorganising salon businesses, safety measures for clients and hairdressers, including recommendations for cleaning, hygiene and materials that will be required from this point onwards in salons. In addition, the division will provide **80,500 hand sanitisers** (400 ml) **and 700,000 masks** so that salons can open with a greater degree of safety.
- **Financial support such as extending the due date for its customer invoices**, with the aim of ensuring the economic survival of salons and the jobs they create, as a priority and in line with the [solidarity programme launched by L'Oréal](#) on the 18th March. **Worldwide, 100,000 independent hairdressers and salons have benefitted from the Group freezing invoices.**

- **Training program open to all hairdressers.** Whether they are customers of its brands or not, L'Oréal is offering 8 hours of on-going training seven days a week, through Instagram, Facebook LIVE and [www.lorealaccess.com](http://www.lorealaccess.com), the largest training website worldwide for hairdressers, available in 20 countries. An ambitious programme that includes not only technical training, but also training on business skills through its Business School program, such as digital marketing, financial management and human resources.
- **Consultancy service for hairdressers.** L'Oréal offers, through its professional and technical team, support for hairdressers in terms of measures to consider in order to safeguard their businesses and jobs, and on how they can prepare themselves for the future. The information in the Hygiene and Safety Guide and the **Business Continuity Guide in the face of Covid-19** is backed by external experts and complies all the legal measures and credit available to protect hair salons.
- In addition to these measures, L'Oréal Professionnal Products has driven **Corporate Social Responsibility initiatives, such as the campaign #DaleVidaATusGuaantes.** Due to the difficulty in supplying healthcare workers with PPE, it has also donated its entire stock of gloves (76,600 units that were originally intended to be used for training hairdressers) and has rallied stylists to do the same with the gloves they have available in their salons. The professional community, despite these difficult circumstances, has shown real solidarity in the face of Covid-19.

The Professional Products division, the world leader with nine complementary brands, **invoiced €3,441.9 million in 2019**, which represents 11.5% of the total for the L'Oréal Group. Its e-commerce sales grew by 38.2% in 2019 compared to the previous year. The division works with **half a million hair salons and 1.5 million hairdressers worldwide** out of an estimated total of 7 million.

The hairdressing sector in Spain generates **€4,000 million a year** according to [official Stanpa figures](#). Its **territorial network is amongst the highest in Europe**, with an average of one establishment per 900 inhabitants. There is not a town in Spain that does not have a hair salon. Altogether it is estimated that there are about 120,000 hairdressers working in Spain.

[#VolveremosAlaPelu](#)  
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#### **About L'Oréal**

With a history stretching back more than 100 years, L'Oréal is the world leader in the cosmetics industry. With a diverse portfolio of more than 38 international and complementary brands, the Group generated a turnover of €29,874 million in 2019 and has 88,000 employees worldwide. L'Oréal is present in all distribution channels: mass-market retail, pharmacies and chemists, hair salons, perfumeries, travel retail, own retail and e-commerce. The L'Oréal Group, the leader in *beauty tech*, invests more in R+D, 3.3% of its turnover or up to €985 million, than any other cosmetic company and has a team of more than 4,100 researchers in 21 research centres and 14 assessment centres. Shortly, it will announce the results for 2020 of its sustainability programme, *Sharing Beauty with All*, and its objectives for 2030.

#### **For more information:**

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