

L'ORÉAL

The L'Oréal Foundation presents its educational program "Beauty for a Better Life" at the Women's Forum in Myanmar

Clichy, November 29th - The L'Oréal Foundation will present its "Beauty for a Better Life" educational program at The Women's Forum held in Myanmar (Burma) on December 6th and 7th with the presence of Nobel Peace Prize winner Daw Aung San Suu Kyi.

The issue of education in Myanmar and the surrounding region as well as the development of new professional training methods for those excluded from the current economic system is one of the opening discussions at the Women's Forum in Myanmar.

The L'Oréal Foundation has been invited by the Women's Forum to enrich the discussion by presenting its international educational program "Beauty for a Better Life".

Sara Ravella, Director of Communications, Sustainable Development and Public Affairs for L'Oréal and Director General of the L'Oréal Foundation, declared, *"At L'Oréal, our firm belief, based on more than one hundred years of expertise, is that beauty has a true social utility. Driven by this conviction, the L'Oréal Foundation deploys projects that link beauty with social integration. The goal of the "Beauty for a Better Life" education program is to enable society's most vulnerable members to find their place in society."*

About Beauty for a Better Life

The mission of the international "Beauty for a Better Life" program, initiated and implemented around the world by the L'Oréal Foundation, is to help certain fragile communities regain self-esteem and reintegrate socially through free, top-quality beauty training programs (hairstyling, make-up and beauty care). Beauty-related professions are not only characterized by social interaction and service provision, but are also professions where passion, creativity and imagination take center stage. L'Oréal is convinced that these qualities positively impact one's self confidence and motivate the proactive development of one's future.

The beneficiaries of the program are mainly women from disadvantaged backgrounds. Among them are the unemployed, members of the working poor and victims of human trafficking as well as those with school or family problems and still others who are victims of domestic violence or conflicts within their own countries. The "Beauty for a Better Life" program deploys customized teaching methods characterized by reinforced instructor supervision in relation to a limited numbers of students. The

training is both theoretical and practical and takes place in an authentic, specially-equipped salon.

In each country where the program is deployed, The L'Oréal Foundation works with a local partner (an NGO or association) that is perfectly familiar with the country's particular conditions and can identify the right beneficiaries. These partners are recognized experts in the fields of economic development and vocational training.

Key Facts

2009 saw the first initiatives that led to the creation of this educational program.

"Beauty for a Better Life" has been established in almost 20 countries worldwide: from Latin America to Asia, through Europe and the Middle East.

"Beauty for a Better Life" benefits more than 1,000 people in very difficult social or economic circumstances.

About the L'Oréal Foundation

The missions of the L'Oréal Foundation focus on two main causes, promoting science and providing help to the most vulnerable members of society. Conveying the values of excellence, generosity and creativity, science is at the core of the Foundation's commitments, most particularly its commitment to supporting women researchers through its "For Women in Science" program, a worldwide initiative in partnership with UNESCO. The Foundation's other commitments, whether reconstructive surgery, socio-esthetics or education, are based on a vision of beauty as way to improve the lives of disadvantaged persons and help them re-enter the world of work, a way to help them regain the sense of self-esteem and self-respect necessary for a life of dignity. www.fondationloreal.com

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About L'Oréal

L'Oréal has devoted itself to beauty for over 100 years. With its unique international portfolio of 34 diverse and complementary brands, the Group generated sales amounting to 25.8 billion euros in 2016 and employs 89,300 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 3,870 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. www.loreal.com

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This news release may contain some forward-looking statements. Although the Company considers that these statements are based on reasonable hypotheses at the date of publication of this release, they are by their nature subject to risks and uncertainties which could cause actual results to differ materially from those indicated or projected in these statements."

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