

# L'ORÉAL

## L'Oréal holds its 5th Citizen Day

*L'Oréal employees worldwide engage with local associations*

*during this dedicated Volunteer Day*

Clichy, 24 June 2014 - **Over 20 000 L'Oréal employees from 61 countries will participate in the Citizen Day held in their country, dedicating one day to help communities and partner organizations.**

During the Citizen Day in all the countries involved, L'Oréal employees will offer their time in over 400 community projects to fulfil the needs expressed by partner charities in five areas: environment, employment, helping people with disabilities, fight against exclusion and intergenerational outreach.

In

every country, L'Oréal employees from all the group's entities (headquarters, research, plants, etc.) will participate in wellness workshops, landscaping activities, renovating community and housing centres, collecting clothes and food.

These collective actions represent globally some 130,000 hours of charity work, a support welcomed by local charities and non-profit organizations.

*"For the fifth year in a row, L'Oréal employees will be given an opportunity to become part of the group's*

*citizen engagement programme. By joining forces, we will have a positive impact on the world around us,"* said Jean-Paul Agon, Chairman and CEO of L'Oréal. *"Companies have a mission to create social and societal*

*value."*

Citizen Day is deployed on an international scale across 61 countries in June and July during one day or one

week. This year Citizen Day will gather more than 20,000 employees : the kick-off was given by Russia on May

28, followed by China, Lebanon on May 30 and US on June 16, then in most European countries on July 1,

followed by South Africa and Malaysia later in the month, among many other countries.

Citizen Day was launched in 2010 with the aim of embodying L'Oréal's commitment to social responsibility

during one day of collective voluntary action by its employees. The project was inspired by L'Oréal's Centenary celebration in 2009, when 100 community projects were launched worldwide. Since then,

L'Oréal

has committed to engaging its employees across the world once a year, every year.

### **About L'Oréal**

*L'Oréal has devoted itself to beauty for over 105 years. With its unique portfolio of 28 international, diverse and complementary brands, the Group generated sales amounting to 23 billion euros in 2013 and employs 77,500 people worldwide. As the world's leading beauty company, L'Oréal is present across all distribution networks: mass market, department stores, pharmacies and drugstores, travel retail and branded retail.*

*Research and innovation, and a dedicated research team of 4,000 people, are at the core of L'Oréal's strategy, working to meet beauty aspirations all over the world and attract one billion new consumers in the years to come. L'Oréal's new sustainability commitment for 2020 "Sharing beauty with all" sets out ambitious sustainable development objectives across the Group's value chain.*

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Read the press release as a .pdf file

## 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](http://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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