

# L'ORÉAL

## L'Oréal mobilizes 30,000 employees across 500 NGOs for its global solidarity day, the Citizen Day

**Clichy, 8 June 2017** - Every year since 2010, L'Oréal employees dedicate an entire workday to support beneficiaries of NGOs committed to social and environmental initiatives. This includes actions such as clean-ups of natural sites, leading well-being workshops for the elderly, the refurbishment of welcome centers for people in fragile situations, CV writing advice. In 2017, a total of 200,000 hours of voluntary work will be carried out all around the world, of which 40,000 in France, on the 13th of June.

*"It is a great source of pride every year to see a growing number of L'Oréal employees volunteering to help support causes in the countries in which we are present,"* declared **Jean-Paul Agon, Chairman and CEO of L'Oréal**, at the head of this initiative. *"By organizing the Citizen Day, we allow them to become actors in our social responsibility and environmental initiatives."*

### **A growing global commitment: 30,000 participating employees**

During the Citizen Day, employees from L'Oréal subsidiaries all over the world and members of the Executive Committee mobilize and support a number of causes. Year after year, the participation rate in these 70 countries continues to grow: from 20,000 committed employees in 2013, to over 28,000 in 2016. In France, over half of L'Oréal's workforce will take concrete actions to support 160 NGOs on the 13th of June.

*"The Citizen Day has become a key moment in our company's life,"* said **Isabel Marey-Semper, Executive Vice President Communications & Public Affairs, General Manager L'Oréal Foundation**. *"This day, organized around five axes – disability, fight against exclusion, acting for employment, intergenerational solidarity and the environment – requires several months of preparation in close collaboration with our NGO partners. The enthusiasm, energy and motivation of everyone taking part allows us to have a positive and concrete impact on the beneficiaries of the NGOs that we support."*

### **Fight against exclusion and waste: a number of specific initiatives to take place in L'Oréal offices**

In addition to the actions that will be carried out in over 180 NGOs in France, L'Oréal will also host emblematic operations in two of its administrative sites. The first allows employees to join the battle against food waste with the "anti gaspi" initiative: over 400 employees will prepare meals using unsold fruit and vegetables at L'Oréal's global headquarters in Clichy-sur-Seine (92). These 4,000 meals will be given to 5 NGO partners and distributed to the homeless that evening.

Finally, as L'Oréal believes that the perception of oneself and one's appearance is essential in building self-esteem, 60 employees will host workshops to help women in precarious situations regain their confidence. Eighty female beneficiaries of the organizations such as Parrains par Mille, Foyer Jorbalan, Ni putes Ni soumises, and the Secours Populaire will take part in well-being and beauty workshops at the L'Oréal Global Hair Research Centre at Saint-Ouen (93) throughout the entire day.

### **A global chain of solidarity**

Today, the [Citizen Day](#) has successfully been exported around the world and now takes place in 70 countries in which L'Oréal is present. In Russia, last 26th of May, in the city of Dmitrov, 67km north of Moscow, 400 employees cleaned and repainted an orphanage for disabled children, helping brighten up their daily lives. On June 16, participants in China will help renovate the historic neighborhood of Jing An, at the heart of the city of Shanghai.

Almost 30,000 employees are set to become actors of the Group's commitments until October.

## Global Figures

2016 28,000 employees in 70 countries

515 beneficiary organizations

200,000 hours of voluntary work

34,000 beneficiaries

## France Figures 2017

7,000 employees

160 beneficiary organizations

40,000 hours of voluntary work

To find out more about L'Oréal Citizen Day, click [HERE](#)

## About L'Oréal

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*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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