

L'ORÉAL

L'Oréal opens a school and creates the 1st Bachelor's degree in Hairdressing and Entrepreneurship

Clichy, 10 September 2019 - L'Oréal announces the opening of its school dedicated to hairdressing and the creation of the **1st Bachelor's degree in Hairdressing and Entrepreneurship**, an initiative which demonstrates L'Oréal's commitment to supporting the transformation of the hairdressing industry. A historic partner of the profession, L'Oréal offers a unique educational approach to extend and diversify the industry's skills, by placing the customer journey and digital expertise at the core of the programme.

With this opening, L'Oréal aims to make the profession more appealing to young people and boost the employability of the second biggest skilled trade sector in France, with a goal to train 10,000 hairdressers in 10 years.

Nathalie ROOS, President of the Professional Products Division at L'Oréal, said: *"With over 10,000 job vacancies in France, the hairdressing industry is suffering from a lack of qualified and motivated workers. With the creation of our school and the 1st Bachelor's degree in "Hairdressing and Entrepreneurship", we want to create an appealing and high-quality course for younger generations, offering comprehensive training which teaches not only technical proficiency but also cross-functional skills in entrepreneurship and digital. Our ambition is to offer talented young hairdressers the tools they will need to innovate and reshape the customer journey as well as to address consumer's increasing need for unique experiences."*

Located in Paris in the 14th *arrondissement*, the new campus will open its doors in early 2020 to welcome 150 students each year from a wide range of backgrounds. The course will last 3 years. After completing the training, the young graduates will receive a Bachelor's degree in "Hairdressing & Entrepreneurship".

In order to offer the course to as many people as possible, the Bachelor's degree will be open to young people from the hairdressing industry with a professional qualification, and to candidates with a general or vocational baccalaureate or those looking to retrain for a new career. Before the entrance exam, they can take part in a one-month intensive technical course to achieve the level required for the Bachelor's degree course.

About L'Oréal

L'Oréal has devoted itself to beauty for over 100 years. With its unique international portfolio of 36 diverse and complementary brands, the Group generated sales amounting to 26.9 billion euros in 2018 and employs 82,600 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 3,885 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.

For more information: <http://mediaroom.loreal.com/en/>

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This press release may contain forecast information. While the Company believes that these statements are based on reasonable assumptions as of the date of publication of this press release, they are by nature subject to risks and uncertainties which may lead to a discrepancy between the actual figures and those indicated or suggested in these statements."

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