

L'ORÉAL

L'Oréal Professionnel gathers 2 200 hairdressers from all over the world for a massive business and artistic rendezvous

Clichy, 15 Sept 2015 - 2 200 hairdressers and salons owners from 63 countries are gathered in Cannes for the 3-day L'Oréal Professionnel Business Forum (14-16 September), a unique event of business and artistic contents to raise the standard of the hairdressing industry.

The program of the forum is designed to decode trends and consumer's evolution, emphasizing the need for constant innovation in salons through new services, education master classes, artistic and aspirational shows.

Inaugurated by An Verhulst-Santos, President L'Oréal Professional Products, and Anne-Laure Lecerf, International Managing Director L'Oréal Professionnel, this global event embodies the long term partnership with hairdressers - for more than 100 years-, and demonstrates the commitment of the L'Oréal Professional Products Division to help the industry development and actively support its growth. "At L'Oreal Professional Division, said An Verhulst-Santos, our responsibility, as the leader of the industry, is to help hairdressers develop their business and valorize their expertise"

The common ambition with hairdressers is to make every client experience in salon a unique one, by offering perfect professional services, personalized and tailor-made, with perfect execution and results. "Alongside breakthrough technology and product innovation, we truly believe that education is an essential and decisive driver to grow the industry" said Anne-Laure Lecerf.

The Forum is also a fantastic opportunity for the hairdressers to network, exchange ideas, share best practices and meet industry icons and entrepreneurs from all over the world who are boosting the industry dynamics.

About L'Oréal Professional Products

L'Oréal Professional Products is present in 64 countries..

Since Decléor and Carita's acquisition, the historical leader of haircare market is present in the three beauty professional markets, haircare, skincare and nail care. The 10 professional's brand portfolio includes: L'Oréal Professionnel, Kerastase, Redken, Matrix, Mizani, Shu Uemura Art of Hair, Pureology, Essie, Decléor et Carita.

*L'Oréal Professional Products is partner with an estimated 1 500 000 hairdressers worldwide.
More than 500 000 hairdressers are trained each year through the academies and in salons.*

About L'Oréal

L'Oréal has devoted itself to beauty for over 105 years. With its unique international portfolio of 32 diverse and complementary brands, the Group generated sales amounting to 22.5 billion euros in 2014 and employs 78,600 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 and branded retail.

*Research and innovation, and a dedicated research team of 3,700 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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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.

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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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