

# L'ORÉAL

## New appointment to Research & Innovation management committee

**Clichy, 31 March 2014 – Martha CRAWFORD** is joining L'Oréal as Senior Vice-President in charge of Advanced Research and the Scientific Directorate, and member of the Research & Innovation Management Committee. Martha Crawford will also be responsible for developing the scientific strategies in support of L'Oréal's ambitious sustainable innovation goals set forth by the Group's « Sharing Beauty With All » CSR program. Martha Crawford will take up her new position on 1 October 2014.

Laurent Attal, Executive Vice-President Research and Innovation at L'Oréal, commented: *"We are delighted to welcome Martha Crawford whose unique career, strong scientific expertise and profound knowledge of environmental and societal issues will further enable the Group to pursue its long-standing investment in cutting-edge science and further develop its commitment to sustainable innovation."*

After graduating from the University of Arizona in 1989 with a B.S. in Ecology and Evolutionary Biology, Martha Crawford began her career in Washington with Senator Albert Gore, where she helped develop biodiversity protection policies. In 1990, she moved to Micronesia and took on the role of Advisor to the head of the Environmental Protection Authority of the Marshall Islands. As a National Science Foundation Fellow, she returned to the United States to complete her PhD in Environmental Engineering at Harvard in 1997.

After obtaining her MBA from the Collège des Ingénieurs in Paris in 1998, Martha Crawford joined the OECD's Environmental Performance Department where she became Principal Administrator a few years later. In 2007, she became Vice-President for Group Research & Development at Air Liquide. In 2011, Martha Crawford joined Areva, a leading company in nuclear energy, as Senior Executive Vice-President for Research & Innovation.

### **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.  
www.loreal.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](http://www.loreal.com)

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*"This news release does not constitute an offer to sell, or a solicitation of an offer to buy L'Oréal shares. If you wish to obtain more comprehensive information about L'Oréal, please refer to the public documents registered in France with the Autorité des Marchés Financiers, also available in English on our Internet site [www.loreal-finance.com](http://www.loreal-finance.com).*

*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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