

L'ORÉAL

A New Step In The Partnership Between L'Oréal And The Cité Des Sciences Et De L'Industrie

Exhibition - "Le cheveu se décode" (Decoding Hair).

Paris, 12th June, 2001: For the first time, the *Cité des sciences et de l'industrie* and L'Oréal have decided to explore the world of hair: characteristics, properties, language, symbolics. This exploratory experience is a combined effort between the teams at the *Cité des sciences et de l'industrie* and L'Oréal's research laboratories specialized in metrology, cosmetometry, molecular modelisation, applied physics, sensorial analysis, etc.

Following several joint experiences in 2000, and in particular "Oser le Savoir : 10 clés pour le XXIème siècle" (Daring the knowledge: 10 clues for understanding the 21st Century), L'Oréal and the *Cité des sciences et de l'industrie* are once again partners for an exhibition designed to promote science, to encourage people seek out scientific careers and to share with everyone the passion for research that transforms our lives.

For this event, **Michel Demazure**, Chairman of the *Cité des sciences et de l'industrie* de la Villette asserts "*This exhibition, the offspring of both L'Oréal and the Cité des Sciences teams, is without any doubt one of the first opportunities that the general public has been offered to find out more about a subject that is seldom dealt with, often unheard of and which appears to be very simple at first hand but is actually of high complexity.*"

On his part, **Lindsay Owen-Jones**, Chairman and CEO of L'Oréal states: "*Our initial business activity, hair and capillary research, as well as our primary mission, innovation and progress for all, are the foundations for our long-term commitment to a partnership with the Fondation Villette and the Cité des sciences et de l'industrie. Consequently, for nearly two years now, the researchers of around ten of our laboratories have joined forces with the museologists of the Cité des sciences et de l'industrie in order to introduce the general public to an exciting journey at the heart of hair.*"

EXHIBITION CONTENT

- **Between life and matter:** structure and properties of hair
- **The science of manufacture:** from research to industry
- **The metamorphosis hall:** changing your hairstyle
- **Hair around the world:** a panorama of hairstyles, expressions, songs, etc.
- **Objects for hair** and objects made of hair

Animated displays, interactive games, workshops, shows, meetings with professionals.

Date and Place: from 12th June, 2001 to 6th January, 2002, Cité des sciences et de l'industrie de

La Villette.

More information on the net: www.cite-sciences.fr/cheveu

Further readings: "[Les vies du cheveu](#)", Découvertes de Gallimard collection, a book jointly written by Marie-Christine Auzou, pharmacist and Scientific Communications Director for capillary research and development laboratories at L'Oréal and Sabine Melchior-Bonnet, historian and professor of modern and contemporary history at the Collège de France..

L'ORÉAL'S COMMITMENT FOR THE PROMOTION OF SCIENCE

Examples:

- Partnership with Unesco "For Women in Science"
- Partnership with the Royal Institution for the "Science graduate of the year" award (Great Britain).
- "L'Oréal Art & Science Foundation" award (Japan)

L'ORÉAL RESEARCH

- 2,564 people
- Budget: 3% of sales, i.e. 383 million euros in 2000, a growth of 17.7%
- 420 patents filed in 2000

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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

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