



2015

L'ORÉAL FOUNDATION
ANNUAL REPORT



SCIENCE



BEAUTY

CONTENTS

MESSAGE FROM THE CHAIRMAN	P. 7
BOARD OF DIRECTORS	P. 8
ABOUT THE FOUNDATION	P. 10
THE FOUNDATION'S PARTNERS	P. 11
SCIENCE NEEDS WOMEN	P. 12-27
<ul style="list-style-type: none">- L'Oréal-UNESCO <i>For Women in Science</i> programme- 2015 L'Oréal-UNESCO Awards Laureates- 2015 International Jury in Physical Sciences- 2015 International Rising Talents- <i>For Women in Science</i> Fellowships- <i>For Girls in Science</i> programme- #ChangeTheNumbers	
BEAUTY TO FEEL BETTER AND TO LIVE BETTER	P. 28-37
<ul style="list-style-type: none">- International vocational training in the beauty sector- Beauty care in medical and social contexts- Operation Smile	
CITIZEN TIME	P. 39
KEY FIGURES	P. 40



THE L'ORÉAL FOUNDATION HAS GREAT AMBITIONS

In supporting two important causes, Science and Philanthropic Beauty, the L'Oréal Foundation has set itself ambitious, far-reaching and virtuous goals. We know these two fields well, since they have been linked to our history and expertise for over a century. Thanks to the effective partnerships it has built around the world, the Foundation is able to use its expertise to meet the needs of people on the ground.

Making a real difference means being committed to our projects. This implies consistency, regularity and determination. Since its creation in 2007, the L'Oréal Foundation has been committed to long-term actions, helping us to establish a strategy of support and solidarity. We approach our philanthropic work with the same rigor and skill we apply to our business dealings.

Our *For Women in Science* programme not only supports and recognizes the women who are driving scientific progress, but through its magnificent work in the field with high school students, its *For Girls in Science* initiative is responding to the crisis in the number of women embarking on scientific careers. At a time when questions and concerns about the future of our planet are growing, we are all conscious that science is more important than ever as a source of solutions and hope. Never before has there been such a need for women to address the challenges of the future.

Beauty for a Better Life, the second pillar of the Foundation, focuses on programmes in medical and social contexts, which are undeniably of both human and economic value: helping people in difficult conditions to rebuild their lives and supporting people who have been excluded from employment. We live in a world where social and economic disparities are increasingly common. It is essential that the Foundation play its part in alleviating some of these injustices.

The Foundation's actions demonstrate strength and continuity as they align with our company's ethical principles as a good corporate citizen and receive support from our employees, including some through their own personal commitment.

This strong social commitment is a clear reflection of the very essence of the company and its credentials: contributing to the well-being of society as a whole. The Foundation's initiatives help us ensure a positive impact on the world.

JEAN-PAUL AGON

CHAIRMAN AND CEO, L'ORÉAL
CHAIRMAN OF THE L'ORÉAL FOUNDATION

BOARD OF DIRECTORS



The Board of Directors consists of 12 members: 5 people from outside the Group who are qualified in the fields in which the Foundation is active and 7 representatives from within L'Oréal. Its role is to determine the general direction of the Foundation, evaluate the initiatives carried out, approve the budget and vote on projects. It met twice in 2015, on March 31st and October 30th.

INTERNAL BOARD MEMBERS



JEAN-PAUL AGON,
Chairman and CEO of L'Oréal
Chairman of the L'Oréal Foundation

LAURENT ATTAL,
Executive Vice President, Head of Research and Innovation at L'Oréal

ISABEL MAREY-SEMPER,
Executive Vice President, Head of Communications and Public Affairs at L'Oréal
Executive Director of the L'Oréal Foundation

HERVÉ NAVELLOU,
Executive Director of L'Oréal France

JÉRÔME TIXIER,
Executive Vice President, Head of Human Resources at L'Oréal

AN VERHULST-SANTOS
Executive Director, Head of L'Oréal Professional Products

FRANÇOISE SCHOENBERGER,
Director for Social Relations at L'Oréal

EXTERNAL BOARD MEMBERS



Prof. MAURICE CORCOS,
Head of the Department for Youth and Young Adult Psychiatry,
Institut Mutualiste Montsouris

Prof. PASCALE COZZART,
Professor at the Pasteur Institute, Permanent Secretary at the
French Academy of Sciences

BÉATRICE DAUTRESME,
Independent Director, Former Executive Director of the L'Oréal Foundation

MIREILLE FAUGÈRE,
Chief Counsellor at the "Cour des Comptes" and former Executive Director
of the AP-HP

CLAUDIE HAIGNERÉ,
Astronaut, former Minister of Research and Minister of European Affairs,
and former President of Universcience

THE FOUNDATION IN 2015

THE FOUNDATION'S PERMANENT STAFF:

Isabel MAREY-SEMPER,
Executive Director of the Foundation

Florence LAFRAGETTE,
Deputy Executive Director in charge of Philanthropic Beauty

David MACDONALD,
Deputy Executive Director in charge of Science

The team is in charge of planning and managing programmes, building partnerships and preparing the strategic direction to be presented to the Board of Directors by the officers. As part of its role, it examines project proposals, monitors and implements the projects selected, and manages various budgets.

PROJECT STAGES

- 1** PROPOSAL SUBMITTED by an association, social inclusion enterprise, local authority, etc. A project proposal form can be downloaded from the website www.fondationloreal.com.
- 2** EXAMINATION AND SELECTION by the Foundation's permanent staff, who decide whether to submit the proposal to the Board of Directors.
- 3** If the project is accepted by the Board of Directors, a PARTNERSHIP AGREEMENT is drawn up between the project sponsor and the Foundation.
- 4** The partnership is monitored by the Foundation team. The project is subject to REGULAR EVALUATION, presented to the Board of Directors.

THE FOUNDATION'S PARTNERS IN 2015

Aarhus University
French Academy of Sciences
African Network of Scientific and Technological Institutions
American Association for the Advancement of Science
Apprentis d'Auteuil
Association Rose
Belle et Bien
CASP
Centre Hospitalier de la Dracénié
Centre Hospitalier de la Risle
Chancellerie des Universités de Paris
China Women's Development
CHL de Poitiers
CHU de Nice
Coallia
CODES
Diaconat de Bordeaux
Dessine-moi un Mouton
Ecole de Biologie Industrielle
Ecole d'Economie de Paris
Emmaüs
Espace Aquarelle
Femmes et Sciences
Femmes et Mathématiques
Femmes Ingénieurs
Fondation Mimi
Force Femmes
Groupe Hospitalier Diaconesses
Hors la Rue
ICCEME
Institut de l'Engagement
Institut Mutualiste Montsouris
Institut Pasteur
Joséphine pour la Beauté des Femmes
Labournet - Sambhav
Les Amis de la Maison de Solenn
Les Entretiens de l'Excellence
Médecins du Monde
Pint of Science France
Prévention des Maladies
Restos du Cœur
Société Française de Physique
Toutes à l'Ecole
Tout le Monde Chante Contre le Cancer
UNESCO
Université Bogazici
Université de Lorraine
Université Jean Monnet
Université Montpellier
University of Malaya
Wax Science





SCIENCE NEEDS WOMEN

Climate change, renewable energy, security and access to care are all deeply-rooted challenges our world is currently facing. The solutions will emerge in part from science, and science needs women. Those whose work has been recognized by the L'Oréal Foundation have already proven how their scientific contributions could be decisive in tackling these challenges. Science is an integral part of the future and needs to mobilize talent, male or female.

The L'Oréal Foundation is committed to ensuring that the intelligence, creativity and passion of the those who represent half the global population can take part in scientific research, regardless of the discipline.

The world needs science, and science needs women.



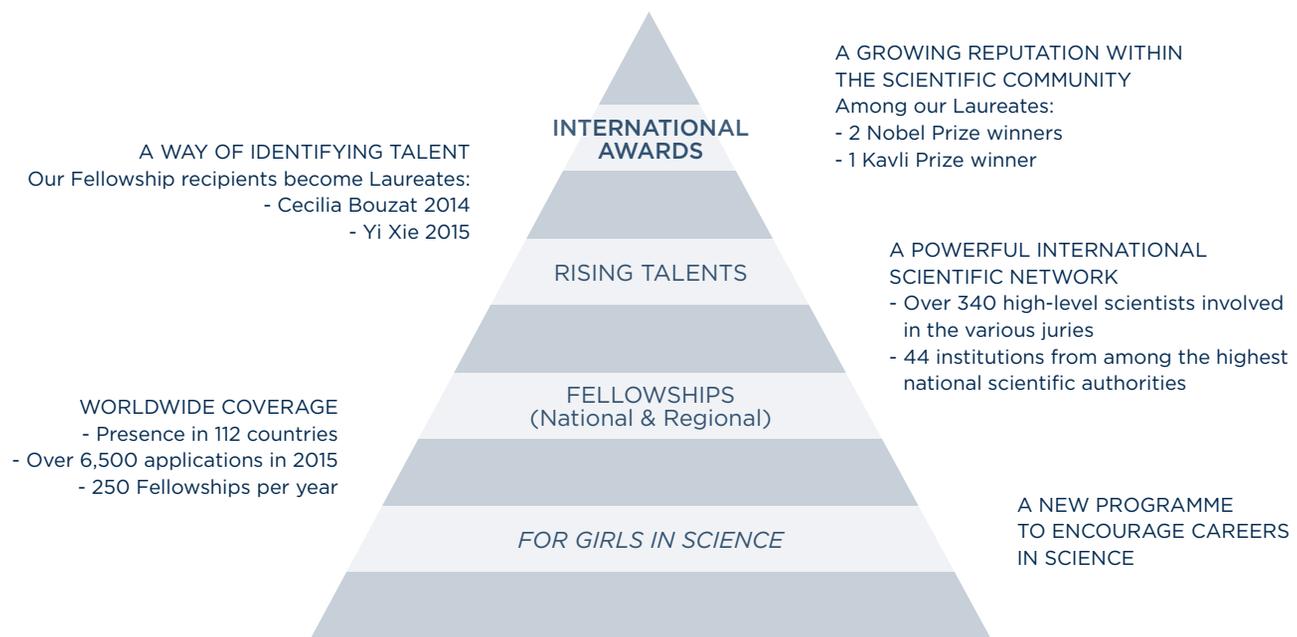
RECOGNISING WOMEN IN SCIENCE

The L'Oréal-UNESCO *For Women in Science* programme was established in 1998 with one simple ambition: ensuring equal representation of women in all scientific disciplines.

Since its creation 17 years ago, the programme has recognized 87 distinguished laureates for the excellence of their scientific research and supported 2,170 young women in science and young rising talents. Each of these brilliant researchers has, in her own way, helped the world move forward.

By providing new solutions and answering fundamental questions, their discoveries have a major impact on society and the quality of life of people all over the world. Their revolutionary innovations are driving progress across a wide range of scientific disciplines and even paving the way to new fields of investigation.

The programme's laureates are contributing, for example, to advances in therapeutic treatments, improvements to food supplies, sustainable development, the survival of our planet, a better understanding of our universe and increased knowledge of the very foundations of life.





La science a besoin des femmes

PRIX L'ORÉAL-UNESCO

*Pr Thaisa Storchi Bergmann, Astrophysicienne
Lauréate 2015, Brésil*

Avec le soutien de **JCDecaux**



2015 L'ORÉAL-UNESCO AWARDS LAUREATES

BRILLIANT SUCCESS STORIES

Every year, the L'Oréal-UNESCO *For Women in Science* Award recognizes five women from the five regions of the world (Africa and the Arab States, Asia-Pacific, Europe, Latin America and North America) for their contribution to scientific progress.

Scientists around the world are invited to nominate candidates, and an international, independent jury of eminent scientists makes the final selection.

Each of the five 2015 L'Oréal-UNESCO *For Women in Science* Awards Laureates brought her own insights to the physical sciences and shone with particular brilliance in her field.

17 YEARS
OF EXISTENCE

2,250 SCIENTISTS
RECOGNIZED IN OVER 110 COUNTRIES BY
THE L'ORÉAL-UNESCO *FOR WOMEN IN SCIENCE*
PROGRAMME

87 LAUREATES
HONORED FOR THE EXCELLENCE
OF THEIR SCIENTIFIC RESEARCH

**2,170 TALENTED
YOUNG WOMEN SCIENTISTS**
GRANTED FELLOWSHIPS TO PURSUE
RESEARCH PROJECTS

2 LAUREATES IN 2008
WENT ON TO WIN A NOBEL PRIZE IN 2009



PROFESSOR THAISA STORCHI BERGMANN
2015 LAUREATE, LATIN AMERICA

Professor, Federal University of Rio Grande do Sul, Porto Alegre, BRAZIL

PHYSICS AND ASTRONOMY

For her outstanding work leading to the understanding of how massive black holes form in the centres of galaxies, evolve and shape them.

PROFESSOR DAME CAROL ROBINSON
2015 LAUREATE, EUROPE

Professor of Chemistry, University of Oxford, UK

PHYSICAL CHEMISTRY & MASS SPECTROMETRY

For creating a revolutionary method for studying how proteins function, particularly membrane proteins, which play a vital role in many life processes.



PROFESSOR RAJAA CHERKAOUI ELMOURS LI
2015 LAUREATE, AFRICA AND THE ARAB STATES

Professor, Mohammed V University, Rabat, MOROCCO

PARTICLE PHYSICS AND NUCLEAR PHYSICS

For her key contribution to the effort that led to the detection of the Higgs Boson, the particle responsible for the creation of mass in the universe.

PROFESSOR MOLLY S. SHOICHET
2015 LAUREATE, NORTH AMERICA

Professor, University of Toronto, CANADA

POLYMER CHEMISTRY

For her pioneering approach to biomaterial development to regenerate damaged nerve tissue and for her development of a new method to deliver drugs to the spinal cord and brain.



PROFESSOR YI XIE
2015 LAUREATE, ASIA-PACIFIC

Professor, University of Science & Technology of China, Hefei, CHINA

INORGANIC CHEMISTRY

For her significant contributions to creating new materials a few atoms thick with promising applications in the conversion of heat or sunlight into electricity.



2015 INTERNATIONAL AWARDS JURY IN PHYSICAL SCIENCES



The 2015 members of the International Awards Jury

The members of the International Awards Jury in the Physical Sciences are prominent scientists from around the world, all representative of excellence in their respective fields. Members were personally selected by the jury president, Professor Ahmed Zewail, winner of the 1999 Nobel Prize in Chemistry. Due to personal circumstances, Professor Zewail was unable to chair the 2015 jury. Professor Christian Amatore of the French Academy of Sciences kindly accepted our request to replace him as this year's acting president.

PROFESSOR AHMED ZEWAJ, PRESIDENT OF THE JURY
1999 Nobel Prize in Chemistry, California Institute of Technology, USA

PROFESSOR CHRISTIAN AMATORE, ACTING PRESIDENT (10)
Chemistry Department, École Normale Supérieure de Paris, FRANCE

PROFESSOR BEATRIZ BARBUY (4),
Institute of Astronomy, Geophysics and Atmospheric
Sciences, University of São Paulo, BRAZIL
2009 L'Oréal-UNESCO Awards Laureate

PROFESSOR MARGARET BRIMBLE (13),
Chair of Organic and Medicinal Chemistry, University of
Auckland, NEW ZEALAND
2007 L'Oréal-UNESCO Awards Laureate

PROFESSOR SYLVIO CANUTO (5),
Institute of Physics, University of São Paulo, BRAZIL

PROFESSOR MAJED CHERGUI (2),
Professor of Physics and Chemistry, Swiss Federal
Institute of Technology, Honorary Professor, University
of Lausanne, SWITZERLAND

LAURENT GILBERT, PH.D., (6),
Director, Worldwide Raw Materials, and Director
Advanced Research, Physical and Chemical Sciences,
L'Oréal, FRANCE

PROFESSOR MALIK MAAZA (12),
iThemba LABS, National Research Foundation of South
Africa, SOUTH AFRICA

PROFESSOR JEHANE RAGAI (7),
Department of Chemistry, School of Sciences and
Engineering, the American University in Cairo, EGYPT

PROFESSOR H. EUGENE STANLEY (1),
Professor and Director, Center for Polymer Studies,
Boston University, USA

PROFESSOR MITCHELL WINNIK (3),
Professor of Chemistry, Faculty of Arts and Sciences,
University of Toronto, CANADA

**PROFESSOR DONGPING ZHONG CHAIRE ROBERT
SMITH (8),**
Robert Smith Professor, Department of Physics,
Professor, Department of Chemistry and Biochemistry,
Ohio State University, USA

PROFESSOR TEBELLO NYOKONG (11),
Director of DST / Mintek Nanotechnology Innovation
Center, Department of Chemistry, Rhodes University,
SOUTH AFRICA

PROFESSOR VIVIAN WING-WAH YAM (9),
Philip Wong Wilson Wong Professor in Chemistry and
Energy, Chair Professor of Chemistry, Department of
Chemistry, the University of Hong Kong, CHINA



2015 INTERNATIONAL RISING TALENTS

A LUMINOUS FUTURE



The 2015 International Rising Talents

Dedicated to honoring distinguished women scientists and supporting promising young women researchers throughout their careers, the L'Oréal-UNESCO *For Women in Science* programme has established the International Rising Talent Grants awarded annually to 15 PhD students and post-doctoral Fellows. Chosen from among the winners of the 236 Fellowships awarded by L'Oréal subsidiaries and UNESCO around the world, these young researchers are indeed the future of science.

International Rising Talents are chosen from countries in each world region: Africa and the Arab States, Asia-Pacific, Europe, Latin America and North America. They are already making significant contributions in a wide range of disciplines.

THE 2015 INTERNATIONAL RISING TALENTS SELECTION COMMITTEE IS COMPOSED OF 12 HIGHLY REGARDED SCIENTISTS CHOSEN FROM MEMBERS OF THE L'ORÉAL-UNESCO *FOR WOMEN IN SCIENCE* NATIONAL AND REGIONAL JURIES.

DOCTOR MARIE ABOUD, Associate Professor and Director of the Physics Department, Faculty of Sciences, Saint-Joseph University, LEBANON
Member of the L'Oréal-UNESCO Regional jury for Egypt and the Levant, and 2009 International Fellow

PROFESSOR ABDELAZIZ BENJOUAD, Vice President in charge of Research and Development, International University of Rabat, MOROCCO
President of the L'Oréal-UNESCO Regional Jury for the Maghreb

DOCTOR BRUNO BERNARD, Senior Research Fellow, L'Oréal Research and Innovation, FRANCE

PROFESSOR NADIA GHAZZALI, President of the Université du Québec à Trois-Rivières (UQTR), Natural Sciences and Engineering Research Council of Canada (NSERC)
Chair for Women in Science and Engineering, CANADA
Member of the L'Oréal-UNESCO National Jury

MS. LUCY HOAREAU, International Basic Sciences Program Section, UNESCO, FRANCE

PROFESSOR ALEKSEY KHOKHLOV, Vice-Rector of Moscow State University and Chair of Polymer and Crystal Physics, Physics Department, Moscow State University, Member of Presidium of Russian Academy of Sciences, RUSSIA
President of the L'Oréal-UNESCO National Jury

DOCTOR H. KRISHNAMURTHY, Director of the Central Imaging and Flow Cytometry Facility at the National Centre for Biological Sciences, Tata Institute of Fundamental Research, Bangalore, INDIA
Member of the L'Oréal-UNESCO National Jury

PROFESSOR EWA ŁOJKOWSKA, Head of Department of Biotechnology, Intercollegiate Faculty of Biotechnology, University of Gdansk & Medical University of Gdansk, Vice President of the Committee of Biotechnology at the Polish Academy of Sciences, POLAND
President of the L'Oréal-UNESCO National Jury

PROFESSOR GLORIA MONTENEGRO, Professor of Biology and Natural Sciences of the Pontifical Catholic University of Chile, Full member of the Academy of Sciences for the Developing World, CHILE
President of the L'Oréal-UNESCO National Jury and 1998 L'Oréal-UNESCO Laureate

PROFESSOR MARCELLA MOTTA, Former Professor of Physiology, Università degli Studi di Milano, Former Scientific Director of Milan University's Centre of Oncological Endocrinology, Former Director of the Institute of Endocrinology, Università degli Studi di Milano, Effective Member of the Istituto Lombardo: Accademia di Scienze e Lettere, ITALY
Member of the L'Oréal-UNESCO National Jury

PROFESSOR YAN SHEN, Chinese Academy of Sciences, Vice President of China Association for Science and Technology, Deputy Director of National Nature Science Foundation of China, CHINA
Member of the L'Oréal-UNESCO National Jury

PROFESSOR MARIA D. VARGAS, Professor at the Department of Inorganic Chemistry of the Federal University Fluminense (UFF), Member of the Brazilian Academy of Sciences and Commander of the National Order of Scientific Merit (2010), BRAZIL
Member of the L'Oréal-UNESCO National Jury

DOCTOR GERLIND WALLON, Deputy Director of the European Molecular Biology Organization (EMBO), Director at the Christiane Nüsslein-Volhard Foundation, GERMANY
Member of the L'Oréal-UNESCO National Jury



FOR WOMEN IN SCIENCE FELLOWSHIPS

FRANCE 2015



The 2015 For Women in Science French Fellowships

Since 2007, 140 women doctoral and post-doctoral researchers in France have been recognized before both their peers and the general public for the excellence of their research work. They are helping those who are actively striving to overcome prejudices and inspire the next generation of female scientists.

In 2015, the jury, chaired by Professor Bernard Meunier, President of the French Academy of Sciences, selected 10 doctoral and 10 post-doctoral researchers from over 800 applications in life sciences, physical sciences, engineering and technology, and granted them a L'Oréal-UNESCO National Fellowship. What they all have in common is the quality and innovative nature of their scientific research, their level of academic excellence and their desire to pass their passion on to others.

These 20 researchers have joined the community of 2,250 of their peers who have gained worldwide recognition and status thanks to the L'Oréal-UNESCO *For Women in Science* programme.

REGIONAL FELLOWSHIPS 2015



2015 Maghreb Fellows



2015 Middle East Fellows



2015 Sub-Saharan Africa Fellows



2015 Levant and Egypt Fellows

Regional Fellowships are granted in four regions of the world (Sub-Saharan Africa, the Levant and Egypt, the Maghreb and the Middle East) in partnership with L'Oréal Group subsidiaries and UNESCO's national committees. They give young women the opportunity to embark on a career in science.

In 2015, the L'Oréal Foundation granted 26 *For Women in Science* Fellowships:

- **12 regional Fellowships for sub-Saharan Africa** (South Africa, Angola, Benin, Botswana, Burkina Faso, Burundi, Cape Verde, Cameroon, Comoros, Ivory Coast, Djibouti, Eritrea, Ethiopia, Gabon, Gambia, Ghana, Guinea, Guinea-Bissau, Equatorial Guinea, Kenya, Lesotho, Liberia, Madagascar, Malawi, Mali, Mauritius, Mauritania, Mozambique, Namibia, Niger, Nigeria, Uganda, Central African Republic, Democratic Republic of the Congo, Rwanda, São Tomé and Príncipe, Senegal, Seychelles, Sierra Leone, Somalia, Sudan, South Sudan, Swaziland, Tanzania, Chad, Togo, Zambia and Zimbabwe)
- **4 regional Fellowships for the Middle East** (Bahrain, Kuwait, Oman, Qatar, Saudi Arabia, UAE and Yemen)
- **5 regional Fellowships for the Maghreb** (Algeria, Tunisia, Libya and Morocco)
- **5 regional Fellowships for the Levant and Egypt** (Egypt, Iraq, Jordan, Lebanon, Palestine and Syria)



FOR GIRLS IN SCIENCE

INSPIRING SCIENTIFIC CAREERS



A groupe of students from the Créteil district during the “Science Truck” Tour

There are still too few girls studying certain scientific disciplines. Fewer than 30% of students in the core sciences are women. This under-representation of women scientists weakens scientific innovation in France.

Several factors discourage girls from embarking on scientific careers: a lack of understanding about careers in science, stubborn prejudices about the sciences and women in science (with scientific careers seen as difficult, monotonous, solitary, elitist and hard to access) and a lack of confidence among girls who do not see themselves as having the aptitude for working in a “man’s world.”

This was the starting point for the L’Oréal Foundation’s decision to launch the L’Oréal *For Girls in Science* programme in October 2014, with the aim of making careers in science more attractive and inspiring scientific careers, particularly among girls.

The programme’s main initiative is mobilizing a network of Science Ambassadors, made up of L’Oréal-UNESCO *For Women in Science* Fellows and scientific experts from L’Oréal. They receive training in advance in order to lead activities with pupils aged 13 to 18 and challenge preconceptions about science and women scientists.

Alongside its work in schools, the L’Oréal Foundation cooperates with other associations and foundations to raise awareness across the spectrum of girls’ activities and within the French Ministry of Education.

12,000 PUPILS EDUCATED ABOUT CAREERS IN SCIENCE
BY 100 AMBASSADORS, IN **120** HIGH SCHOOLS AND
25 SECONDARY SCHOOLS, FROM **16** DISTRICTS



The first For Girls In Science workshop

The first *For Girls in Science* workshop took place in September 2015, bringing together 80 representatives of the Ministry of Education, the voluntary sector and the research community, to identify ways of addressing the under-representation of young women in certain scientific disciplines.



The For Girls In Science "Science Truck"

In addition, the L'Oréal Foundation launched its "Science Truck" pilot project in late 2015. The truck was trialed with 1,000 pupils from eight schools in the Créteil district, just outside Paris. It offered a new way to experiment with science, on board a lorry, with facilitators from the non-profit association Les Petits Débrouillards. Each experiment was connected to specific scientific careers. Pupils were then invited to chat with a Science Ambassador and finally to express their views in a stop-motion animation on the theme "For us, science is..."



#CHANGETHENUMBERS

THE L'ORÉAL FOUNDATION REVEALS THE RESULTS OF ITS INTERNATIONAL STUDY



The Maison de la Chimie in Paris hosted the L'Oréal Foundation's #ChangeTheNumbers press conference in September 2015. On this occasion the results of its exclusive international collaborative study with OpinionWay were announced in order to help understand the causes of disparities affecting women in science and the obstacles they face in their professional progression.

Elizabeth Blackburn, L'Oréal-UNESCO *For Women in Science* Awards Laureate and winner of the Nobel Prize for Physiology or Medicine in 2009, shared her personal experience:

"Having had to overcome prejudices throughout my career, it seems essential to participate in this fundamental movement in order to significantly push boundaries"

67% THINK THAT WOMEN DO NOT POSSESS THE REQUIRED CAPABILITIES IN ORDER TO ACCESS HIGH-LEVEL SCIENTIFIC POSITIONS.

30% OF RESEARCHERS ARE WOMEN.

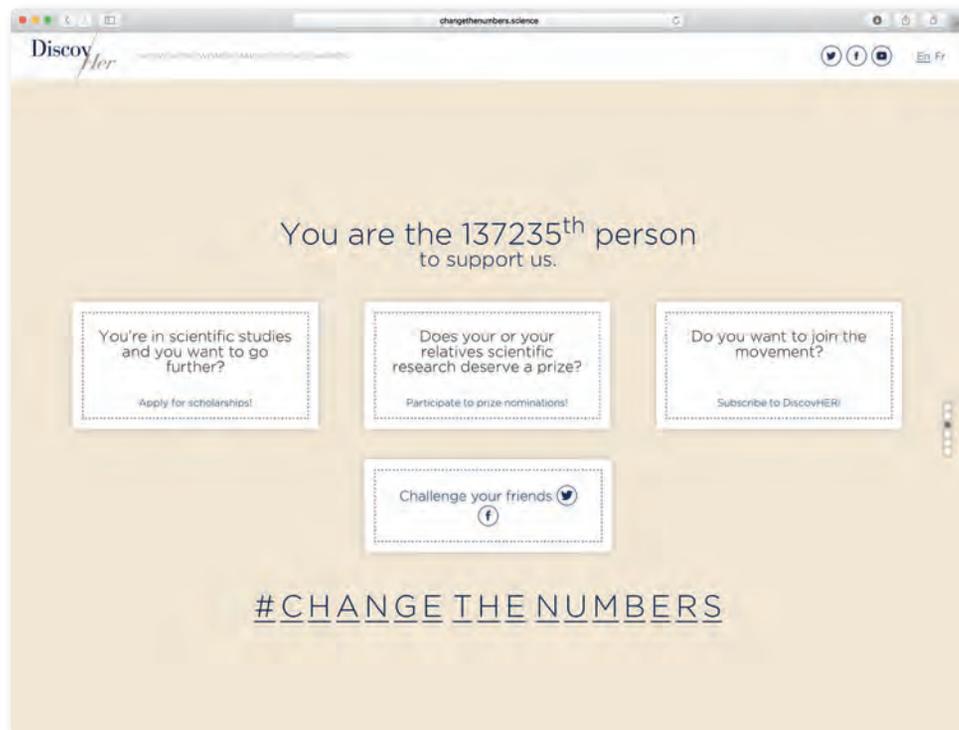
ONLY **3%** OF SCIENTIFIC NOBEL PRIZES ARE AWARDED TO WOMEN.

THREE INSIGHTS CLEARLY EMERGE FROM THE OPINIONWAY STUDY FOR THE L'ORÉAL FOUNDATION:

- Prejudice is still deeply rooted: 67% of Europeans think that women do not possess the required capabilities to access high-level scientific positions; 30% of researchers are women.
- A real underestimation of the problem: Respondents estimated that women within scientific fields hold 28% of the highest academic functions, in reality the figure is just 11%.
- A change that society wants: faced with the fact that just 3% of Nobel Prizes in science are awarded to women, 63% would like to see an increase to 50/50.

The L'Oréal Foundation called on public opinion to share its message and combat prejudices about women in science, via the digital awareness-raising campaign #ChangeTheNumbers.

Over 137.000 people have joined the campaign, giving the movement real visibility in the international press and social media.





BEAUTY FOR A BETTER LIFE



BEAUTY TO FEEL BETTER AND TO LIVE BETTER

Beauty For a Better Life supports women affected by illness, vulnerability or isolation and helps them rebuild their self-esteem through tailor-made beauty and well-being care. The programme also helps fragile and underprivileged groups by providing them with training in the beauty sector and helping them work towards a better future.

The L'Oréal Foundation is convinced that beauty plays a fundamental role in the development of society. It implements hands-on initiatives that build on the Group's expertise and works with partners who are recognized for their social initiatives, supporting programmes that help people feel better and live better.



INTERNATIONAL TRAINING PROGRAMME

SUPPORTING INTEGRATION THROUGH TRAINING

The L'Oréal Foundation supports the implementation of the philanthropic training programme for careers in the beauty sector, *Beauty for a Better Life*. The programme aims to **help people from disadvantaged background regain their self-esteem and find their place in society** through outstanding training offered free of charge.

This programme has developed internationally by working with local partners (NGOs or non-profit organisations) in each country, providing detailed knowledge of the local context and helping identify beneficiaries.

Most of those who join the programme are women from very disadvantaged backgrounds: some are unemployed, on low incomes or victims of human trafficking, while others have dropped out of school or left home, or suffered from domestic violence or conflict in their country.

The programme improved access to employment for **2,700 beneficiaries in 2015**, almost twice as many as the previous year, and included some great achievements in over **20 countries**.



COLOMBIA MORE THAN 1,000 WOMEN TRAINED SINCE THE LAUNCH OF THE PROGRAMME



The *Beauty for a Better Life* programme launched in Colombia as the country was recovering from a long period of conflict linked to drug trafficking. Colombia has developed a solid training programme to support victims, starting in the capital, Bogota, and then expanding to Santa Marta and Cartagena.

The Cartagena centre opened in 2015 through a partnership with the Escobar Foundation. It welcomes pregnant women and young mothers in difficulty.

These partnerships have been essential, not only in ensuring high-quality training and finding employment for those who graduate from the course, but also in securing government accreditation for the diploma and increasing the visibility of the programme.

The *Beauty For a Better Life* programme has developed since 2009 and has this year achieved the **symbolic figure of 1,000 beneficiaries (including 380 graduates in 2015)**. The course lasts for almost two years and each student has to complete 1,000 hours of lessons and practical work. This course enables participants to make their way into the workforce, many by opening their own home salon.

“I didn’t just learn a trade, I found the desire to get out of the situation I was in and the confidence I needed to set up my own salon.”

Clara, beneficiary of the programme in Bogota

2015 IN COLOMBIA


380
BENEFICIARIES


3 TRAINING
CENTRES


5
PARTNERS


HAIRDRESSING
COURSE



VIETNAM AN INSPIRING PROGRAMME FROM THE OUTSET



The first *Beauty For a Better Life* programme began in Vietnam in 2009. In six years, the programme has developed around a network of non-profits working with the Vietnamese Women Foundation. The partnership has allowed the program to bring in beneficiaries from a wide range of backgrounds, including women who have been victims of violence or human trafficking, single mothers, orphans and people living in extreme poverty. The course includes 14 weeks of lessons and a paid, six-month internship.

Thanks to the partnership with the Vietnamese Women Foundation, a vast network of professionals has committed to recruiting graduates of the programme. **Since 2009, the *Beauty For a Better Life* programme has trained over 1,400 beneficiaries in hairdressing in Vietnam. In 2015, 90% of participants found a job at the end of the programme.** 177 of the programme's graduates found a job in the hairdressing sector, while 37 displayed their entrepreneurial spirit by opening their own salon.

Dedication to sharing drives the *Beauty for a Better Life* community, which travels to isolated villages four times a year to organise beauty workshops where the apprentices cut and style the hair of disadvantaged people. Students use the workshops to practise while creating a relationship with the surrounding communities.

Vietnam will continue to develop the programme in 2016, opening a new centre in the northern city of Vinh. There they will welcome around 100 beneficiaries from rural backgrounds, bringing the number of centres in the country to six.

“It seemed impossible to change my life while still supporting my family. The programme made it possible for me. I’m happy to send money to my family every month to help my mother, who is ill, and my grandmother.”

Lieu, former beneficiary and salon owner

2015 IN VIETNAM


236
BENEFICIARIES


5 TRAINING
CENTRES


6
PARTNERS


HAIRDRESSING
COURSE

INDIA

BEAUTY, A STEP ON THE PATH TO EMANCIPATION



Women in India who are deprived of education and excluded from the labour market find themselves in a precarious position. In a country where the beauty sector is expanding rapidly, free training in hair care and make-up offers them a chance for independence.

In 2015, 1,200 beneficiaries were trained in the 12 schools created in partnership with the NGO Labornet. Some are now working from home, while others are opening their own “beauty parlours,” tiny shops in working-class areas that provide general beauty services. Others have found employment in salons in one of the large cities.

“Initially I specialised as a freelance make-up artist for young brides. Later, I came back to the centre and qualified as a trainer in my own right. I’m proud to be able to pay the rent on my apartment and look after myself.”

Preeti, now trainer at the centre in Pune, south of Mumbai

2015 IN INDIA

			
1200 BENEFICIARIES	12 TRAINING CENTRES	1 PARTNER	HAIRDRESSING AND BEAUTY COURSE

CHINA

A STRATEGIC PARTNERSHIP THAT WILL TRAIN UP TO 5,000 WOMEN FROM RURAL COMMUNITIE



In 2015, the L’Oréal Foundation signed an agreement with the China Women’s Development Foundation and the NGO Rural Women to roll out the *Beauty for a Better Life* programme on a large scale over the next five years.

Thanks to the partnership, 5,000 women will be supported on their path to employment between now and 2020.

The first phase of development was solidified at the end of 2015 with five classes opening in Hebei province in the northwestern part of the country.

“We have a shared responsibility in the partnership which is to reduce poverty and promote opportunities for employment and entrepreneurship for women in rural areas.”

Qingyi Huang, President of the China Women’s Development Foundation

2015 IN CHINA

			
230 BENEFICIARIES	5 TRAINING CENTRES	3 PARTNERS	MAKE-UP COURSE



BEAUTY CARE IN MEDICAL AND SOCIAL CONTEXTS



The L'Oréal Foundation is more convinced than ever of the **fundamental role played by beauty care in the process of healing and social reintegration**. That is why it is committed to supporting women who are overcoming difficult experiences. The program helps them regain their dignity, strength and self-confidence thanks to professional socio-estheticians in medical or social contexts.

Therapeutic beauty care is the **professional practice of beauty care with people who have suffered or feel vulnerable** because of physical and mental health issues (illness, accident, aging, etc.), or social problems (such as unemployment or imprisonment).

It relies on **two skills**: recognized professional expertise in beauty and cosmetics, combined with specific skills, developed through further training, in areas such as working in a hospital environment, managing the relationship with the patient, their family and friends and the medical team, and making sure the patient is properly protected (through understanding diseases and their treatment, and complying with specific codes of hygiene).

Definition from the CODES association (beauty course specialising in humanitarian and social work).

2015 KEY FIGURES

OVER 5,700
BENEFICIARIES

OVER 6,300 WORKSHOPS
AND INDIVIDUAL
THERAPEUTIC BEAUTY
TREATMENTS CARRIED OUT

THE FIRST “MAISON ROSE” OPENS IN BORDEAUX THANKS TO THE L'ORÉAL FOUNDATION SUPPORT

OFFERING RESPITE TO WOMEN WITH CANCER

Rose Magazine
ouvre sa maison
à Bordeaux!

La Maison Rose
accueille les femmes touchées
par un cancer pendant & après leur traitement
dans un cadre chaleureux et convivial.

ATELIERS SUR INSCRIPTION EN LIGNE OU PAR TÉLÉPHONE
JOURNÉE FAMILLE LE MÉRREDI
OUVERT DU LUNDI AU VENDREDI DE 10H À 18H

MAISON ROSE • RUE DE CONDE • 33000 BORDEAUX
TRAM C • ARRÊT QUIRCONCES • PARKING • TOURIN DU JEAN JAURES
TEL. 05 40 32 41 20 // MAIL: CONTACT@MAISONROSE.FR
WWW.MAISONROSE.FR • FACEBOOK.COM/MAISONROSEBORDEAUX

In 2015, the L'Oréal Foundation decided to back a project led by the Rose Association to meet the increased need for support for patients outside of medical facilities: a warm, welcoming place provided free of charge for all women affected by cancer during and after their treatments. This centre is the first of its kind in France and aims to bring together a range of non-medical activities to help them cope better both during treatment and once they are in remission, including beauty care provided by a socio-esthetician, cooking, yoga, creative arts, coaching on continuing and returning to work, etc. The centre also helps women feel less isolated, obtain information and spend time in a friendly environment.

The first Maison Rose opened in Bordeaux in February 2016!

“Every aspect of the home was designed with women in mind: we carried out a large survey on our website with over 500 responses, and we went to cancer departments to meet with women. They all described what their ideal home would look like while they were ill and that’s what guided our decisions.”

Céline Dupré, co-founder of the Rose Association

PRIX
PREMIÈRE
CHANCE

A CALL FOR PROJECTS TO SUPPORT THERAPEUTIC BEAUTY CARE

The L'Oréal Foundation has been working with the CODES non-profit association to promote the practice of therapeutic beauty care for several years.

The association has been training people in the professional practice of beauty care, treating those who have suffered or feel vulnerable because of issues such as illness, accidents, aging, poverty or imprisonment since 1979.

Each year, the L'Oréal Foundation works with the CODES to award the Première Chance Prize to 10 sponsors who wish to implement a therapeutic beauty care project in a medical or social facility. Each of the award winners receives financial support of €20,000 from the L'Oréal Foundation and operational support for the project sponsors from the CODES.

The 7th Première Chance awards ceremony took place on June 15th, 2015 in Clichy. This year the jury awarded 11 organisations, providing them with a CODES-trained socio-esthetician to offer beauty and well-being care to people overcoming illness or poverty.



ON THE PATH TO WELL-BEING



The L'Oréal Foundation promotes the benefits of beauty and well-being care both inside and outside hospital settings. Among others, it works with centres of expertise such as **Gustave Roussy Hospital** for cancer treatment, as well as the **Montsouris Institute** and the **Maison de Solenn** for anorexia.

Beauty care provides an opportunity to share ideas and advice on how to overcome the physical difficulties that can result from cancer treatments, including disfiguration of the nails, hair loss, rashes and dry skin. From skin care to hand and face massages, make-up and wig fittings, patients appreciate the physical and psychological benefits of a tailor-made approach to beauty.

“Treatment at the clinic is a source of anxiety and apprehension, and there are multiple side effects. Being able to experience something different while they’re at the clinic helps patients accept their treatment more easily.”

Corinne, socio-esthetician, Diaconesses Croix Saint Simon Hospital Group

The L'Oréal Foundation also supports the **Belle & Bien** association (part of the Look Good Feel Better network), which gives women cancer patients the opportunity to take part in a workshop run by volunteer beauticians. The workshops allow them to share a moment of well-being in order to rebuild their confidence and self-esteem.

Socio-esthetician Anna works at the Montsouris Institute with teenagers suffering from eating disorders. She uses cosmetics and essential oils to help the girls accept care and start to look after themselves during group workshops and one-to-one sessions.

“We’ve seen a positive impact on teenagers’ mental health and their physical appearance. Anna plays a crucial role with these young people,”

comments Béatrice, a specialised educator at the Montsouris Institute.

Louise, a patient who refused any form of contact when she was first hospitalized, would tell Anna at a follow-up meeting after she left: *“You’re the only person who knows my body and whom I can trust.”*



ON THE PATH TO REINTEGRATION



In most cases, beauty and well-being care workshops and hairdressing are the trigger for a process that begins with women accepting their own body. The process is long and follows a series of key steps, including working on body image to help build **self-esteem** and **confidence**, which encourages the beneficiaries to embark on a process of reintegration.

Beauty care and hairdressing are provided through the support of two partner non-profit associations: **Emmaüs** and **Joséphine Pour la Beauté des Femmes**.

4 Emmaüs Solidarité groups are currently involved in the initiative, accompanied by 3 CODES-qualified socio-estheticians. In 2015, they gave 221 vulnerable people the opportunity to receive care.

“The group sessions are interesting because they see themselves in others, although I focus on individuals at particular moments. The important thing is that it’s a place where they feel respected and can talk to others. Although we work on ‘self-care’, the idea is that they support each other as they talk, so they say things like, ‘Hey, that really suits you’ or ‘Yes, you’re absolutely right’. Outside, they can be hard, they come from different cultures and they don’t always understand each other...”

Michele, socio-esthetician

The Joséphine non-profit association is committed to breaking down barriers to essential care, regardless of the difficulties the women find themselves in. Beauty, and hairdressing in particular, help to address isolation and get women back to a place where they can regain control of their personal and professional lives.

Social partners (such as the French employment service, benefits advisers, and social and professional integration advisers) direct beneficiaries towards Joséphine once they have confirmed the coherence of a woman’s plans and her commitment to finding work.

“When I stepped into the salon for the first time, on the advice of my social worker at the time, I was at rock bottom. I had lost faith in myself and my femininity. I hadn’t been to the hairdresser’s for at least 10 years. When I met the team, I was amazed at how willing they were to listen, let me cry, and pamper me...”

Sylvie, beneficiary of a Joséphine salon



OPERATION SMILE

UNFAILING COMMITMENT FROM
MEDECINS DU MONDE FOR OVER 25 YEARS



For 25 years, a hundreds of medical personnel have committed to performing surgical operations in their own community for people in general and children in particular, suffering from congenital or acquired conditions. The program gives them back their smile and helps them reintegrate into society. Over the years, dozens of surgeons and medical personnel have had access to training in countries supported by Operation Smile.

25 years after its first mission, Operation Smile remains a unique human experience, treating conditions requiring reconstructive surgery in emerging countries.

Operation Smile has grown steadily since the first operation was performed in 1989. Apart from the surgery itself, the program has helped those who have been operated on to find their way comfortably back into society and life in their own community.

Teams from 4 Médecins du Monde associations (France, Germany, Japan and the Netherlands) carry out reconstructive surgery in Asia and Africa. Their work is guided by two main objectives: performing surgical operations in close cooperation with local partners and training local medical personnel.

2015 KEY FIGURES



17
MISSIONS



800 OPERATIONS IN 7
COUNTRIES



93
VOLUNTEERS



CALL FOR PROJECTS: CITIZEN TIME

SUPPORTING EMPLOYEE VOLUNTEERING



The **L'Oréal Foundation** supports employee volunteering by helping them secure **financial support for the non-profit associations to which they give their time and energy**. The Foundation issues calls for projects, enabling all employees in France who meet the criteria for submitting their application online. Since its creation in 2014, the programme has supported 20 non-profit organisations.

In 2015 a jury awarded each of the 11 winning non-profits up to €10,000 to fund a specific project or contribute to the association's running costs.

CRITERIA FOR ELIGIBILITY:

- Employees in France
- Close involvement in the non-profit for at least one year.
- Volunteer work outside of working hours.
- Non-profit organisation, based in France, in existence for at least two years.
- Project or association's main activities aligned with the Foundation's two key priorities: Science or Philanthropic Beauty (in the broadest sense).

11 WINNING NON-PROFITS:

AMFE - AUTISME ESPOIR VERS L'ÉCOLE - ASSOCIATION HEMIPARESIE
FERME PÉDAGOGIQUE DU BEL AIR - LA FONDATION MOTRICE
LA VIE ACTIVE - OSE - PASSERELLES NUMERIQUES - SCOUTS & GUIDES DE
FRANCE - SOLIDHAIR - WAX

"This initiative is growing in many companies keen on encouraging their employees to get involved in their community."

Manuel Pomar, Director of Unis-Cité and 2015 member of the jury

"I was touched by the quality of the applications, which were supported by highly committed employees. The Citizen Time project brings all Group employees closer together and that's a good thing."

Quitterie de Courcy, 2014 winner and 2015 member of the jury



KEY FIGURES

THE FOUNDER ALLOCATED €40,000,000 TO THE FOUNDATION FOR A MULTI-YEAR ACTION PLAN, PAYABLE OVER A FIVE-YEAR PERIOD ACCORDING TO THE FOLLOWING SCHEDULE:

€5.6 MILLION

(five million six hundred thousand euros) from the publication in the Official Journal of the authorisation to extend the Corporate Foundation and by December 31st, 2012 at the latest.

€8.6 MILLION

(eight million six hundred thousand euros) by December 31st, 2013 at the latest.

€8.6 MILLION

(eight million six hundred thousand euros) by December 31st, 2014 at the latest.

€8.6 MILLION

(eight million six hundred thousand euros) by December 31st, 2015 at the latest.

€8.6 MILLION

(eight million six hundred thousand euros) by December 31st, 2016 at the latest.

The amount of €40,000,000 referred to the left has been increased each year by the Founder providing the staff, premises and equipment necessary for the Foundation to function free of charge, and covering the costs incurred by staff. The value of services provided to the Foundation free of charge by the Founder was €920,752 in 2012, €954,823 in 2013 and €1,077,806 in 2014. The value of services provided to the Foundation free of charge by the Founder in 2015 was €921,782; combined with the amounts for 2012, 2013 and 2014, this brought the €40,000,000 referred to above to €43,875,163.

In accordance with paragraph 3 of article 19-1 of Act no. 87-571 of July 23rd, 1987 as amended, this increase was declared in the signature of rider no. 4 to the articles of association, dated March 10th, 2016, and the filing of said document with the Paris Prefecture.

The Founder therefore paid €8,600,000 in 2015, plus the €2,432,616 from the unused share of the previous payments relating to the former multi-year action plan, i.e. a total budget of €11,032,616.

€7,963,904 of this €11,032,616 was spent. €3,068,712 was allocated for dedicated funding in 2015.

PERSPECTIVE FOR 2016

The fifth payment for the multi-year action plan of €8,600,000 is scheduled to support the actions of the Foundation.



Photo credits

- © Stéphane Cardinale
(cover, p. 18-20-22-24-25-26)
- © Thomas Gogny for L'Oréal (p.7)
- © Stéphane de Bourgies (p.9)
- © Matthew Brooks (p.4-12-28-34)
- © Brigitte Lacombe (p.15-17)
- © Elephant At Work (p.36-37)
- © Virginie de Galzain (p.38)
- © Mylène Zizzo (p.38)





L'OREAL CORPORATE FOUNDATION
41, rue Martre 92117 Clichy Cedex-France
Tel: +33 (0)1 47 56 79 32
www.fondationloreal.com