

The logo for Fondation L'Oréal, featuring a white arc above the text.

FONDATION
L'ORÉAL



2016
ANNUAL REPORT



ANNUAL REPORT
2016



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SCIENCE AND BEAUTY FOR A BETTER WORLD

Since 2007, the L'Oréal Corporate Foundation actions have been focused around science and beauty, our passions and fields of expertise. Through these two pillars, our Foundation has carried out major projects with perseverance and determination, with the aim of changing mentalities, changing behaviour and changing the world.

Supporting and highlighting women who contribute to scientific progress and giving them the place they deserve, helping vulnerable people to rebuild their lives, helping those with no training back into employment: together these Foundation programmes meet vital, fundamental needs. The task is huge, but we are making progress.

Through the emblematic programme, *For Women in Science*, the L'Oréal Corporate Foundation's ambition is to bring the creative force of women to science, in all its disciplines. And to establish real parity. It also brings together a passionate, inspirational and supportive community. With its *For Girls* initiative, our ambassadors raise awareness of high school students about the importance of scientific careers.

Ensuring that vulnerable people feel better and have a better life is the mission of *Beauty For a Better Life*, which puts beauty at the heart of the process of rebuilding one's life. In medical and social contexts, we fund beauty and well-being treatments to help vulnerable people along the road to wellness or rehabilitation, convinced of the fundamental role that the physical appearance plays in self-esteem, maintaining a fighting spirit and providing social connection. Finally, our *Beauty For a Better Life* programmes also encourage access to employment for people in difficult situation in more than 25 countries, thanks to high quality training in different beauty sector jobs.

The L'Oréal Corporate Foundation feels bound to carry out actions of international scope responding to the challenges on this scale. Today, thanks to our network of long-term partners, our flagship programmes keep growing, each year, all around the world.

To certain causes, we commit completely and permanently. Those supported by the L'Oréal Corporate Foundation are both useful and inspiring. They raise our spirits and our ambitions, give our profession meaning. They motivate our employees who are involved in the citizenship responsibilities of their company. These causes are L'Oréal's "immaterial assets".

Faced with the societal challenges of the world today, our Corporate Foundation contributes each day to making life better and the world a more beautiful place.

JEAN-PAUL AGON

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

BOARD OF *directors*



The Board of Directors consists of 12 members, including a panel of 5 external members, qualified in the Foundation's fields of action and 7 representatives from within the L'Oréal group. Its role is to determine the main strategic orientations of the Foundation, evaluate the initiatives carried out, approve the budget and vote on projects.

It met twice in 2016, on March 29th and October 21st.

INTERNAL BOARD *members*



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



HERVÉ NAVELLOU,
Executive Director of L'Oréal France



FRANÇOISE SCHOENBERGER,
Director for Social Relations at L'Oréal



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

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

EXTERNAL BOARD *members*

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



PR. PASCALE COSSART,
Professor at the Pasteur Institute
Permanent Secretary at the French Académie des Sciences



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



MIREILLE FAUGÈRE,
Chief Counsellor at the "Cour des Comptes"
Former Executive Director of the AP-HP (Paris Public Hospital System)



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

THE CORPORATE FOUNDATION IN 2016

THE CORPORATE FOUNDATION'S PERMANENT STAFF:

Isabel MAREY-SEMPER,
Executive Director of the L'Oréal Corporate Foundation

Florence LAFRAGETTE,
Deputy Executive Director of the L'Oréal Corporate Foundation
in charge of Philanthropic Beauty

David MACDONALD,
Deputy Executive Director of the L'Oréal Corporate Foundation
in charge of Science

The permanent team's role is to design and manage programmes, build partnerships and prepare the strategic orientations to be presented to the Board of Directors by the Corporate Foundation officers. As part of its role, the team examines project proposals, monitors and implements the projects selected and manages various budgets.

PROJECT ITINERARY

1 PRESENTATION OF A PROPOSAL from an association, a social inclusion enterprise or a local authority, on the www.fondationloreal.com website.

2 EXAMINATION AND SELECTION by the Corporate Foundation's permanent staff, who decides whether to submit the project to the Board of Directors.

3 IF THE PROJECT IS ACCEPTED BY THE BOARD OF DIRECTORS, a partnership agreement is drawn between the sponsor of the project and the Corporate Foundation.

4 THE PARTNERSHIP is monitored by the Corporate Foundation team. The project is subject to regular evaluation, presented to the board of directors.

THE CORPORATE FOUNDATION'S PARTNERS

ACADÉMIE DES SCIENCES	FONDS DE DOTATION PRO BONO LAB
ACCEPTESS-T	FUNDACIÓN CASA EN EL ARBOL
AGENCE DU DON EN NATURE	FUNDACIÓN TOMILLO
AIDE À L'ENFANCE TIBÉTAINE	FUNDACIÓN PESCAR
AFRICAN NETWORK OF SCIENTIFIC AND TECHNOLOGICAL INSTITUTIONS	GROUPE HOSPITALIER DIACONNESSES
APPRENTIS D'AUTEUIL	HÔPITAL D'ARGENTEUIL - ICCEME
ASF78 TOUS À L'ÉCOLE	I CARE
ASSOCIATION ALTEA CABESTAN	INSTITUT FRANCAIS DU DANEMARK
ASSOCIATION CAPITALES	INSTITUT MUTUALISTE MONTSOURIS
ASSOCIATION FEMMES ET MATHÉMATIQUES	INSTITUT PASTEUR
ASSOCIATION FEMMES ET SCIENCES	ISSOIRE SANTÉ INSERTION SOCIAL
ASSOCIATION FEMMES INGÉNIEURS	JOSÉPHINE POUR LA BEAUTÉ DES FEMMES - GROUPE SOS
ASSOCIATION FRATERNITÉ UNIVERSELLE HAITI	LA VIE PAR UN FIL
ASSOCIATION L'ARCHE DE SÈNEVÉ	LE RIRE MÉDECIN
ASSOCIATION NATIONALE EDVO	LES AMIS DE LA MAISON DE SOLENN
ASSOCIATION TERRE D'UNION	LES ENTRETIENS DE L'EXCELLENCE
BELLE ET BIEN	LES PETITS DÉBROUILLARDS
CAMBRAI BASKET	LES RESTOS DU CŒUR
CENTRE HOSPITALIER CHATEAUNEUF/CHARENTE	MÉDECINS DU MONDE
CENTRE HOSPITALIER GEORGES MAZURELLE	NOËL ENFANTS MALADES ORGANISATION
CENTRE HOSPITALIER ST JOSEPH ST LUC	OPTIM'AUTISME
CENTRE HOSPITALIER DE CHARTRES	PINT OF SCIENCE FRANCE
CENTRE SOCIAL ET CULTUREL DOMONTOIS	POUR LA SCIENCE
C GÉNIAL	ROSE ASSOCIATION
CHL DE POITIERS	SIEL BLEU
CODES	TOUTES À L'ÉCOLE
COSMETIC EXECUTIVE WORLD	TOUT LE MONDE CHANTE CONTRE LE CANCER
DYSPRAXIE FRANCE DYS	UEROS FONTENAILLES
EHPAD LES ORÉLIES	UN CADEAU POUR LA VIE
EMMAÛS	UNE JONQUILLE POUR CURIE
EMMAÛS DEFI	UNESCO
ENTRAIDE SCOLAIRE AMICALE	UNICANCER
EPIC FOUNDATION	UNICEF FRANCE
EPWS	UNIVERSCIENCE
ÉTINCELLE RESTER FEMME AVEC UN CANCER	UNIVERSITÉ FRANCOIS RABELAIS
FONDATION MIMI ULLENS	UN SAVOIR POUR TOUS
FONDATION HÔPITAUX DE PARIS - HÔPITAUX DE FRANCE	VAINCRE LA MUCOVISCIDOSE
	VOILES SANS FRONTIÈRES

WOMEN IN SCIENCE

*have the power to
change the world*

We face unprecedented challenges in our world; climate change, sustainable energy, affordable healthcare, security among other issues. Part of the solutions will come from Science, since Science is indeed part of the future and it needs every talented mind available, be they men or women. These women whose actions have been recognized by the L'Oréal-UNESCO *For Women In Science* programme have already proved how transformative their science can be in addressing these challenges.

The L'Oréal Corporate Foundation aims to ensure that research in every field takes full advantage of the intelligence, creativity and passion of one-half of the population of the planet.

The world needs science and science needs women.

Because women in science have the power to change the world.

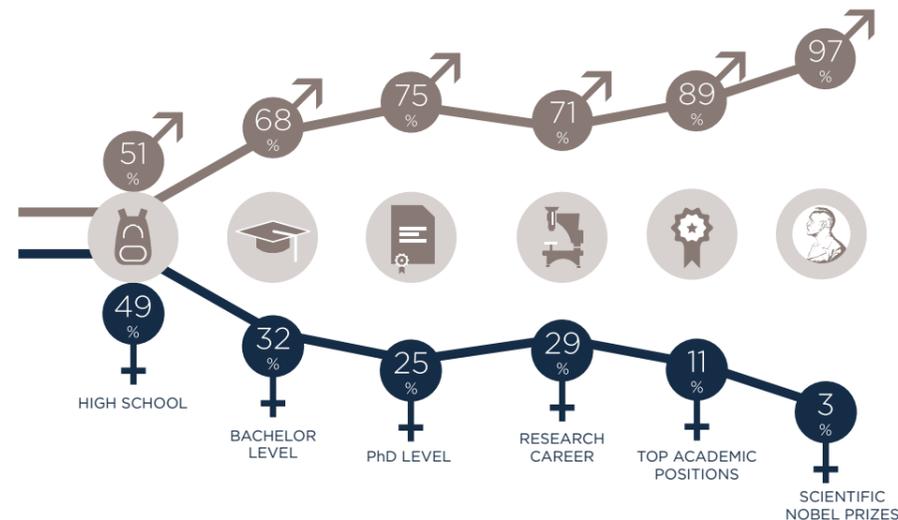


SCIENCE

SPOTLIGHT ON *women in science*

Today, **only 28%⁽¹⁾ of researchers are women** and only 3% of Scientific Nobel Prizes have been awarded to women.

The representation of women in scientific disciplines reduces when responsibility is increased, while men and women are equally represented in scientific courses at the age of 16-19.



Source: «Women In Science» Boston Consulting Group Analysis for the L'Oréal Foundation (2014)

Since its creation 18 years ago, the L'Oréal Corporate Foundation, alongside UNESCO, has been committed to increasing the number of women in scientific research. By awarding prizes and fellowships in international, regional and national ceremonies, the L'Oréal Corporate Foundation recognizes and supports the career of the most brilliant women scientists. 92 laureates have been honoured, distinguished for the excellence of their scientific work, including professors Elizabeth H. Blackburn and Ada Yonath, who both subsequently won a Nobel Prize.

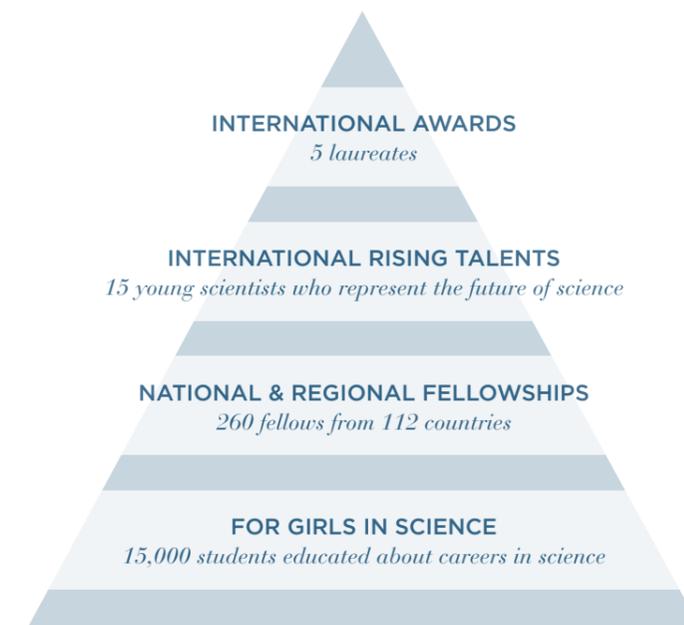
The international *For Women in Science* programme celebrates 5 eminent female scientists from each of the 5 continents (Africa and Arab States, Asia-Pacific, Europe, Latin America and North America) whose work has had an international impact. These 5 laureates, all experienced researchers, are selected for the research they have carried out to change the world and are honoured during an annual ceremony held in Paris.

(1) UNESCO science report: towards 2030 (2015)

Each year, the programme also supports 260 young female scientists who are working on the science of tomorrow, by helping them at a crucial moment of their career, during their thesis or post-doctoral research. A L'Oréal-UNESCO *For Women in Science* fellowship is presented during national and regional ceremonies held in over 47 countries. Since 2001, more than 2,530 young female scientists from 112 countries have been supported by the L'Oréal Corporate Foundation and UNESCO.

Among these fellows, each year, 15 young researchers are selected to be honoured as "Rising Talents", during an international ceremony.

In order to support these young researchers even further, the L'Oréal Corporate Foundation and UNESCO organise trainings in public speaking and popularization of science. These trainings, combined with the awards and fellowships, as well as a communication campaign for the general public, work together by increasing the visibility of women in science. Brought to the attention of the largest possible audience, their experience in the world of science becomes a source of inspiration for younger generations resulting in a more diverse and mixed science.



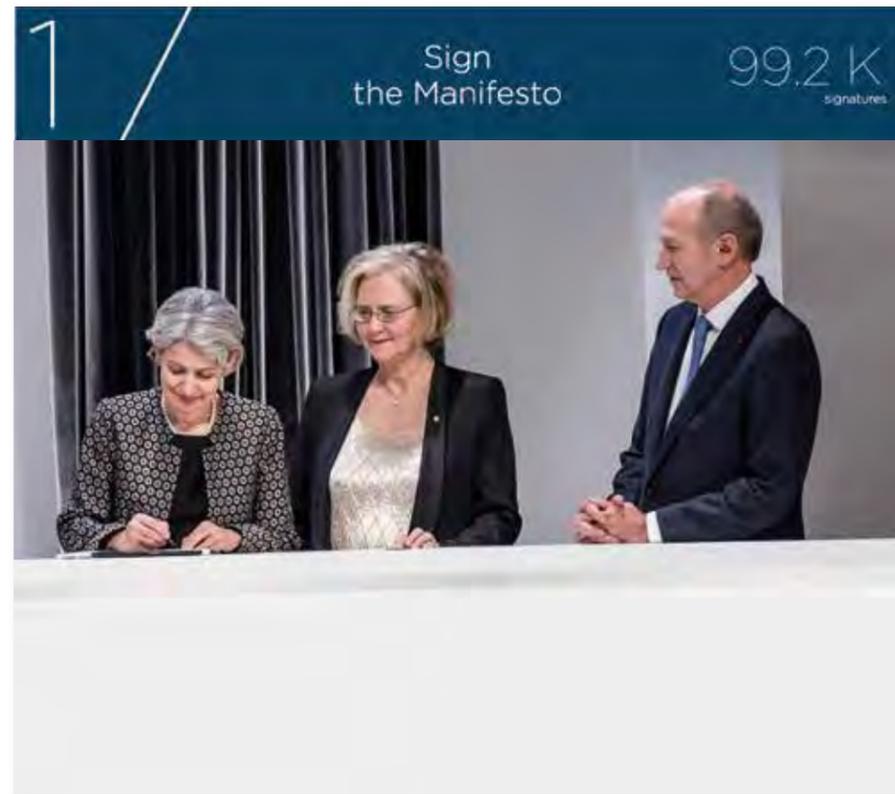
« UNESCO and L'Oréal share a deep conviction: the way in which we talk about the history of science will influence the way in which science advances. For too long, the participation of women has been obscured in history from all the great scientific discoveries. This is a violation of human rights and dignity. In addition, it is a terrible waste of precious talent at a time when innovation has never been more necessary. »

Irina Bokova, Director-General of UNESCO

L'Oréal-UNESCO *For Women in Science* International Awards Ceremony, Paris, March 2016

AN AMBITION EXPRESSED *as a manifesto*

For almost 20 years, the L'Oréal-UNESCO *For Women in Science* programme has facilitated the considerable progression of the cause of women in science. Today, the L'Oréal Corporate Foundation and UNESCO are no less convinced of the necessity to increase efforts to continue accelerating this change. The programme has now reached a new stage in its commitment to ensure the visibility of women in science and the support of the public, in order to attain its objectives as quickly as is possible. On March 24th, the L'Oréal Corporate Foundation and UNESCO launched a campaign



inviting the scientific community, institutions and the general public to sign the *For Women in Science* manifesto.

To date, more than 99,000 people have signed it, demonstrating the mobilisation of the public for this cause.

THE L'OREAL-UNESCO COMMITMENTS

- ① Encourage girls to explore scientific career paths.
- ② Break down the barriers that prevent women scientists from pursuing long term careers in research.
- ③ Prioritise women's access to senior positions and leadership positions in the sciences.
- ④ Celebrate with the general public the contribution that women scientists make to scientific progress and to society.
- ⑤ Ensure gender equality through participation and leadership in symposiums and scientific commissions, such as conferences, committees and board meetings.
- ⑥ Promote mentoring and networking for young scientists to enable them to plan and develop careers that meet their expectations.

« Our world, in the middle of great change, has never before needed women and their discoveries so much as now. With the For Women in Science programme, The L'Oréal Corporate Foundation is showing its commitment to promoting the women working in science who will change the world. We are determined to fight beside them, for science and to build a better world. »

Jean-Paul Agon, Chairman of the L'Oréal Foundation
L'Oréal-UNESCO *For Women in Science* International Awards Ceremony, Paris, March 2016



A RIGOROUS *selection process*

**154 NOMINATIONS
OF HIGH LEVEL SCIENTISTS**
FROM 50 COUNTRIES

EACH CANDIDATURE IS REVIEWED
BY 2 OR 3 SCIENTIFIC EXPERTS IN
THE CANDIDATES' FIELD OF RESEARCH

45 CANDIDATURES
FROM 23 COUNTRIES

REVIEWED BY A JURY
OF 13 EMINENT SCIENTISTS

5 LAUREATES
1 IN EACH OF THE WORLD'S REGIONS



WOMEN SCIENTISTS *at the cutting-edge*

Each year, the L'Oréal-UNESCO *For Women in Science* award recognizes 5 eminent female scientist from the 5 regions of the world for their remarkable contribution to the advancement of research.

Researchers from all over the world are invited to nominate candidates. The final selection is carried out by an independent jury composed of distinguished members of the scientific community.

For the current edition, a new jury met with the former Laureate and Nobel Prize winner Elizabeth H. Blackburn as its president. Her research into telomeres, the protective capsules in our DNA that are found at the end of chromosomes, has revolutionized our understanding of ageing and cancer.

The jury recognized the excellence, the creativity and intelligence of 5 brilliant female scientists who have left their mark on the world.



18 YEARS
of existence

2,530
SCIENTISTS
awarded a
fellowship

**92 DISTINGUISHED
LAUREATES**
recognized for the excellence
of their scientific work



2016 LAUREATES

LAUREATE - SOUTH AFRICA
Professor Quarraisha Abdool Karim

FOR CONTROLLING THE SPREAD OF HIV

« For her remarkable contribution to the prevention and treatment of HIV and associated infections, greatly improving the quality of life of women in Africa. » L'Oréal-UNESCO Awards Jury 2016



LAUREATE - CHINA
Professor Hualan Chen

FOR PROTECTING HUMAN LIVES FROM THE DEADLY 'FLU VIRUSES

« For her outstanding research into the biology of the bird flu virus, leading to the development and use of an effective vaccine. »

L'Oréal-UNESCO Awards Jury 2016

LAUREATE - ARGENTINA
Professor Andrea Gamarnik

FOR LIMITING THE SPREAD OF DENGUE VIRUS

« For her seminal discoveries on how mosquito-borne viruses reproduce and cause human diseases, particularly Dengue Fever. »

L'Oréal-UNESCO Awards Jury 2016



LAUREATE - GERMANY, *Professor Emmanuelle Charpentier*
 LAUREATE - THE USA, *Professor Jennifer Doudna*

FOR REINVENTING GENETIC RESEARCH

« For their game-changing discovery, alongside Professor Jennifer Doudna, of a versatile DNA editing technique to "rewrite" flawed genes in people and other living organisms, opening tremendous new possibilities for treating, even curing, diseases. »

L'Oréal-UNESCO Awards Jury 2016

SPEAKING OUT TO DEFEND *the cause of women in science*



The L'Oréal Corporate Foundation has orchestrated an awareness campaign aimed at the general public to promote the place of women in science.

This campaign focuses on several areas:

- Promoting the laureates in the Parisian streets and airports in partnership with ADP (Aéroports de Paris) and JCDecaux
- Promoting the laureates in the French press (20 minutes, etc.)
- Various appearances of the laureates on TV and radio shows
- A massive YouTube digital campaign reaching over 2 million people.





FOR WOMEN IN SCIENCE *fellowships*

Designed to recognize the work of eminent female scientists, but also support the careers of promising young researchers, the L'Oréal-UNESCO *For Women in Science* programme has awarded 260 doctoral and post-doctoral fellowships in 112 countries.

47 NATIONAL AND REGIONAL PROGRAMMES



353 SCIENTIFIC EXPERTS



FORMAL SCIENCE



LIFE AND ENVIRONMENTAL SCIENCES



PHYSICAL SCIENCES



ENGINEERING SCIENCES AND TECHNOLOGY

REGIONAL CEREMONIES



Fellowships for sub-Saharan Africa



Fellowships for Middle East



Fellowships for Maghreb



Fellowships for Levant and Egypt

In 4 regions of the world (Sub-Saharan Africa, Levant & Egypt, Maghreb, and Middle East), regional fellowships are given in partnership with L'Oréal Group subsidiaries, UNESCO and local partners:

- ANSTI (The African Network of Scientific and Technological Institutions)
- Lebanese CNRS (National Council for Scientific Research) for the regions of Levant & Egypt and Middle East
- The National Commission for UNESCO for the Maghreb region

These fellowships enable young women to carry out a scientific career.

In 2016, the L'Oréal Corporate Foundation granted 28 *For Women in Science* regional fellowships:

- 14 regional fellowships for sub-Saharan Africa
- 4 regional fellowships for Middle East
- 5 regional fellowships for Maghreb
- 5 regional fellowships for Levant and Egypt



FRANCE

A new Generation of Women Scientists

Since 2007, in France, 170 women carrying out doctoral and postdoctoral research have been recognized for the excellence of their research, in front of both their peers and the general public; so that those excelling today will break down prejudices and inspire vocations in the young women of tomorrow.



For the “Fête de la Science” (Festival of Science) on October 12th, at the Institut Pasteur, The L’Oréal Corporate Foundation organized the first event of its kind: in front an audience of 400, 30 young female scientists were recognized for the 10th edition of this programme and explained their work with passion during discussions and talks inspired by TED conferences and “My 3 minutes thesis”. The conference, called “Génération Jeunes Chercheuses” (A New Generation of Women Scientists), ended with the official presentation of the L’Oréal-UNESCO *Women in Science* fellowships in partnership with the French Académie des sciences and the French Commission for UNESCO. The L’Oréal Corporate Foundation thus presented fellowships to these 30 young female scientists on the road to excellence (15,000€ for doctoral researchers and 20,000€ for postdoctoral researchers) in order to support them in the next step of their career and in their research work.



In 2016, there were more than 1,000 applications submitted and evaluated by French scientists. The jury, headed by Professor Bernard Meunier, President of the French Académie des sciences, selected 30 young researchers with diverse profiles: 17 doctoral researchers and 13 postdoctoral researchers (13 of which came from all over the world: Germany, Spain, Italy, Mexico, Russia, Switzerland, Ukraine, USA), working in formal sciences, life and environmental sciences, physical sciences, engineering sciences and technology. These young women have in common the quality and innovative character of their scientific research, the excellence of their academic level and the desire to share their passion.



« We have been heard, and that is unforgettable. All this will contribute on a personal and professional level. I will never forget. Thank you so much to the L’Oréal Foundation. »

Maria Moriel, For Women in Science fellowship winner France 2016





INTERNATIONAL RISING TALENTS

A bright future

Designed to recognize the work of eminent female scientists, but also support the careers of promising young researchers, the L'Oréal-UNESCO *For Women in Science* programme has identified 15 International Rising Talents at doctorate or post doctorate level to encourage to continue with their scientific career. Selected from among the 260 fellowships chosen by L'Oréal and UNESCO from all over the world, these scientists represent the future of science.

These young researchers come from different regions of the world: Africa and Arab States, Asia-Pacific, Europe, Latin America and North America. They have already made significant contributions to research in many disciplines.



15 INTERNATIONAL RISING TALENTS
AT DOCTORAL OR POST-DOCTORAL LEVEL



FORMAL
SCIENCES



LIFE AND ENVIRONMENTAL
SCIENCES



PHYSICAL
SCIENCES



ENGINEERING SCIENCES
AND TECHNOLOGY

TECHNOLOGY AND ENGINEERING: INNOVATIONS THAT COULD CHANGE THE FACE OF MEDICINE

-  Doctor Eszter Farkas - HUNGARY
Targets for new therapies to lessen stroke-related brain injury
-  Professor Jasmeen Merzaban - SAUDI ARABIA
Research on the migration of stem cells to better understand how they might be used to treat disease
-  Doctor Yi-Lun Ying - CHINA
Using tiny holes to sequence DNA

PHYSICAL SCIENCES: A PROFOUND IMPACT ON OUR WORLD AND A NEW UNDERSTANDING OF HOW IT EVOLVES

-  Doctor Elisa Orth - BRAZIL
Development of nano-catalysts for multi-purpose sensors
-  Doctor Dorthe Ravnsbæk - DENMARK
Development of new battery technologies for more efficient, economical energy use and greater energy storage capacity
-  Doctor Sabrina Stierwalt - USA
The study of galaxy mergers with implications for a new understanding of how galaxies evolve

LIFE AND ENVIRONMENTAL SCIENCES: CRITICAL ISSUES FOR THE FUTURE OF OUR PLANET

-  Doctor Anaïs Orsi - FRANCE
The study of historical weather patterns in the interior of Antarctica To enable improved predictions for future climate change
-  Doctor Maria del Rocio Vega Frutis - MEXICO
The study of the role played by soil fungi in the conservation and sustainable development of Mexico's high-altitude cloud forests
-  Doctor Ira Didenkulova - RUSSIAN FEDERATION
Studying tsunamis, rogue waves and storm surges to better predict maritime hazards and mitigate their effects on land and sea

SOLUTIONS IN HEALTH SCIENCES THROUGH MODERN MEDICINE

-  Doctor Habiba Alsafar - UNITED ARAB EMIRATES
Identifying genetic and environmental risk factors associated with diabetes-induced obesity and diabetes-induced heart disease
-  Doctor Hiba El Hajj - LEBANON
Developing new strategies for treating acute myeloid leukaemia
-  Doctor Maria J. Buzón - SPAIN
The study of new therapeutic strategies to cure HIV
-  Doctor Risa Mukai - JAPAN
Researching the underlying virus that cause adult t-cell leukaemia
-  Doctor Elena Tucker - AUSTRALIA
Understanding the genetic basis of early menopause
-  Doctor Bernedetta Szewczyk - POLAND
Boosting the effectiveness of antidepressants with zinc supplements



GENERATE MORE SCIENTIFIC VOCATIONS *in young girls*

The number of girls choosing scientific studies are still too low. Less than 30% of students studying basic sciences are female.

Several factors discourage girls from going into scientific fields: lack of information about scientific careers, deep-rooted prejudices with regard to science and female scientists (difficult, monotonous, solitary, elitist jobs that are hard to access) and a lack of confidence on the part of young women, who consider that they are not suited to these “male jobs”.

In this light, in October 2014, the L'Oréal Corporate Foundation launched the programme L'Oréal *For Girls in Science*, with the goal of improving the attractiveness of scientific careers and inspiring more scientific vocations, particularly in young women.

In 2 years, more than 30,000 students have increased their level of awareness thanks to the active participation of more than 100 science ambassadors: the L'Oréal-UNESCO *For Women in Science* French fellows and employees from L'Oréal Research & Innovation division.



« Words such as hope, perseverance, dreams, were spoken by the students. »

A. Fressonnet, science teacher to 15 year olds

In parallel to the classroom events, the L'Oréal Corporate Foundation also actively participates in other events to raise awareness and provide career counselling. At the end of November 2016, the L'Oréal Corporate Foundation met with more than 1,000 students at the Salon Européen de l'Education (European Education Fair) in Porte de Versailles, Paris, on an astonishing 87m² stand set up as a science village with a “science truck” and an awareness tent. Inside the science truck, young people were invited to explore science and scientific careers in an alternative way with facilitators from the organization “**Les Petits Débrouillards**”. In the awareness tent, young people and their parents were invited to have an interactive discussion with science ambassadors. Thanks to these personalized conversations, the ambassadors were able to break down prejudices, and give young people confidence and the desire to follow a scientific career path.


30 000 STUDENTS
EDUCATED


100
AMBASSADORS



The end of 2016 was also highlighted by a new event to raise awareness, called “*La Science, et si c'était pour moi?!?*” (“*What if science was for me?!?*”) This new event format, co-designed with **Universciences**, brought together more than 320 young students in the Auditorium of the Cité des Sciences et de l'Industrie, as well as 100 students connected online from all over France. On stage, one facilitator and 3 science ambassadors surprised the students and their teachers with a modern, dynamic, connected show. The students were invited to reflect and interact with their smartphones using a live survey and a chat platform. On stage, the ambassadors alternated between testimonials and question-answer sessions to ensure the best responses to the students preoccupations, aged between 14 and 16 years old.



In the past 2 years, the *For Girls in Science* programme has evolved to offer different awareness tools, created around a “role model”, whether in a classroom or in career fairs, museums and science centers.

« It changed my view of science. »

Amine, 16-year-old student



INTERNATIONAL TRAINING programme

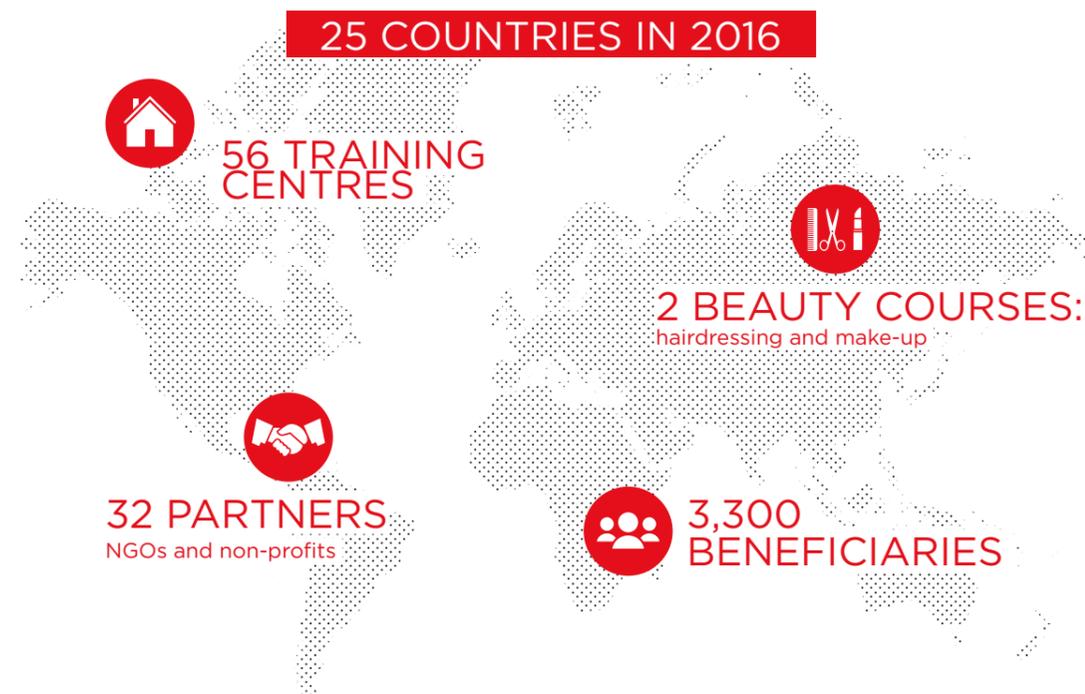
Initiated by the L'Oréal Corporate Foundation, the *Beauty For a Better Life* programme is committed to help vulnerable people who are socially fragile to regain self-esteem and to find their place in society. The L'Oréal Corporate Foundation provides a high-quality training programme in beauty careers to adults and young people, free of charge, drawing on the group's expertise, such as hairdressing or make-up, to help them on the path to employment.

This *Beauty For a Better Life* international training programme is the result of a solid partnership between the L'Oréal Corporate Foundation, NGOs and recognized non-profits organizations, as well as local authorities.

In 2016, 7 countries on 4 continents joined the *Beauty for Better Life* programme allowing access to several hundred new beneficiaries, supporting people who are socially or economically vulnerable, victims of conflict or violence, involved in family break up or dropped out of school, giving them the opportunity to learn a career and build a new life.

In total, 3,300 beneficiaries, mainly women, in 25 countries were supported in their reintegration into society with dignity.

Since its creation in 2009, this programme has helped almost 10,000 people in very vulnerable situations to gain employment.



ASIA *a key expansion zone for the programme*



From India to China, through Vietnam, the *Beauty for a Better Life* programme continues to extend its action and impact with the opening of a new training programme in hairdressing for underprivileged women in Kuala Lumpur, Malaysia.

Last year in China, the L'Oréal Corporate Foundation signed an agreement with the China Women's Development Foundation and the NGO Rural Women in order to accelerate the programme growth over the next 5 years.

In 2016, 1,000 women were helped on the road to employment in rural areas where the beauty market is expanding rapidly. The programme is enjoying considerable expansion and continues to develop, with 15 training centres, thus allowing the rural populations to move towards a better future.

« I want to be an example for my daughter and show her that I am not useless. If you have the opportunity to learn, you have to take it. Independence is key for women. »

Zhang Feng, former beneficiary of the Chongqing programme
Employed as a beautician, she wants to open her own salon at home.

In India, training is a key issue: only 10% of the active population is trained. Women are usually deprived of education and excluded from the labour market. Free training in haircare and make-up offers them a real chance for independence. In partnership with the NGO Labournet, 9 training centres have been opened all over the country, offering to 800 beneficiaries the possibility to learn technical skills and gain employment.





LATIN AMERICA *a strong development*



The Latin American countries are keeping up with the development of the *Beauty For a Better Life* programme. Today, with 7 national initiatives, the South American continent has shown its commitment.

Inspired by the success of the programme's deployment in Columbia since 2009, 2 strategic countries joined the programme in 2016: Mexico and Argentina.

Mexico is endeavouring to train single mothers aged between 18 and 45, living in the Acapulco region, one of the most violent areas of the country. Launched in March 2016, 50 women have already been graduated by the programme.

In Argentina, the NGO partner, Fundation Pescar, is committed to individualized support for beneficiaries over a 2-year period, in order to help them back to long-term employment.

The programme also signed partnership contracts with local recognized institutions, such as the Ministry for Work and the Employment Secretary.

« I took the make-up course and I now have all the necessary tools to enter the world of work. I have, however, decided to complete my training with hairdressing in order to increase my chances of finding a job. »

Cintia, 23 years old, beneficiary of the first programme in Argentina

LATIN AMERICA IN 2016



AFRICA AND MIDDLE EAST *an aspiring area*



With 3 new countries, the *Beauty For a Better Life* programme saw a particularly dynamic year in Africa and Middle East in 2016.

Lebanon, where the programme was launched in 2013, has been joined by Pakistan, South Africa and Dubai.



Working for 3 years with young orphans from SOS Villages d'Enfants in Lebanon, the programme extended its scope in 2016 with the opening of a class dedicated to older women in long-term unemployment.

The women at the training centre have included several Syrian refugee women, providing them with technical skills to allow them to find their place in society in the future.

« My dream is to become a well-known makeup artist in the United Arab Emirates. Thanks to the training course, I was able to transform my pain into hope and add a touch of beauty to my life. »

Mounia, beneficiary of cosmetic training programme in Dubai

AFRICA AND MIDDLE EAST IN 2016



EUROPE *Spain joins the programme*



Launched in early 2016, the Spanish programme offers a unique training course in sales consultancy in the beauty sector, a career with many opportunities. Designed with various partners, this course is recognized by the European Union and the province of Madrid, thus providing young graduates with every chance.

Many L'Oréal Group employees have volunteered to support the programme beneficiaries.

Whereas 81% of the first year beneficiaries have already found their first job, 2 new classes began in September 2016 in a renovated training centre to accommodate twice as many students as from the beginning.

« My training course was a fantastic experience and allowed me to gain self-confidence. I also learnt how to sell well, how to advise and help clients, according to their needs. »

David, beneficiary of the training course "Embellece tu Futuro" in Madrid

EUROPE IN 2016





BEAUTY CARE TREATMENTS *in medical and social contexts*

The L'Oréal Corporate Foundation is more convinced than ever of the **fundamental role played by beauty care in the process of healing and social reintegration.**

Thanks to partnerships built with associations and hospitals, the L'Oréal Corporate Foundation is able to finance the implementation of free beauty care treatments in medical and social contexts. These treatments are carried out by beauticians specifically trained to support people on the path to healing or rehabilitation. Organized as individual sessions or as group workshops, these precious moments combine **listening, relaxation, technical advice and beauty treatments** (make-up, facials, manicures, massages, etc). As part of a multi-disciplinary, global treatment programme, they contribute to improving well-being, self-esteem, encouraging fighting spirit and improving social links.

In France, the “socio-esthetic therapist” profession requires both skill and dedication



Some qualified beauticians seek an alternative practice and use their skills with vulnerable people. After a rigorous selection process, they join a training programme such as the CODES (Beauty Course with Humanitarian and Social Option) with over 600 hours of training led by professions from the medical and social world. They learn how to dispense beauty care and well-being treatments to people who have suffered and have been stroked a blow at their **physical integrity** (illness, accident, surgical operation, ageing), their **mental integrity** (mental illness, alcoholism, drug abuse) or those in **social distress**.

This training course is unique in the world and allows them to obtain the official title of “socio-esthéticienne” (socio-esthetic therapist), which is recognized by the French State.

Since 1979, more than 1,200 socio-esthetic therapists have been trained and offer precious moments of well-being to thousands of people.

FRANCE IN 2016



PRIX PREMIÈRE CHANCE *8th edition of call for projects*



The L'Oréal Corporate Foundation has been committed for several years to the CODES training in order to promote the practise of therapeutic beauty care in France.

In the context of the *Prix Première Chance*, each year, the L'Oréal Corporate Foundation chooses organizations who want to take on for the first time a beautician on a long-term basis in a medical or social organization. Each winner receives a **financial support of 20,000 euros as well as personalized coaching from the CODES** to help implement, support and ensure the sustainability of the project.

For the 8th edition of the *Prix Première Chance*, various applications from all over France were received and assessed before the ceremony which took place at the L'Oréal Corporate Foundation Headquarters, in Clichy, on 13th June 2016.

10 organizations were awarded:

- **The Centre Hospitalier Saint Joseph Saint Luc** is a major burn centre.
- **The Association Nationale EDVO** helps people suffering from addiction to get clean.
- **The Oréliés** is a centre dedicated to dependent elderly people.
- **The Centre Hospitalier de Chartres** helps those suffering from obesity.
- **The Unité d'Evaluation, de Réentraînement et d'Orientation Sociale et professionnelle de Fontenailles** provides medical and social care for those with head and brain injuries.
- **The Centre Hospitalier de Chateaufort sur Charente** is a hospice for those in palliative care.
- **L'Eclaircie** is a solidarity grocery store for vulnerable families.
- **The Centre Hospitalier Georges Mazurelle** specializes in the treatment of psychiatric disorders.
- **Emmaüs Défi** employs people who are seriously marginalized, helping them to reintegrate.
- **The Association Altéa Cabestan** supports adults with social difficulties (lodging and employment).

« This grant marked a turning point in our department: we have made the post of beautician a long-term one, thanks to the donations of families and corporate philanthropy. She is completely integrated into the team and the holistic care of our patients. »

Dr Jean-Marie Gomas, Head of the Chronic Pain and Palliative Care Unit at the Sainte Périne Hospital, awarded in 2014



ON THE PATH TO WELL-BEING



Therapeutic beauty care treatments have made up part of the cancer treatments of the French Health Ministry since 2003. In cancer wards, beauticians offer individualized treatments, at the patient's bedside, as well as collective workshops. Perceived as "oxygen bubbles" for patients whose bodies have been bruised by their illness, treatments or surgery, these moments are an opportunity to benefit from advice on

how to face the undesirable effects of treatments on the physical appearance. Skincare, massages, make up: a bespoke approach to provide real physical and psychological well-being to patients.

« Some medical treatments can have dermo-cosmetic consequences that result in the decline of the patients' general condition; when the therapeutic beauty care treatments are integrated into the treatment programme and the multi-disciplinary team, they provide precious support to patients. »

Professor Ivan Krakowski, oncologist,
President of the French-Speaking Association of Cancer Support Treatments

The L'Oréal Corporate Foundation also supports **the Belle & Bien association** (part of the "Look Good, Feel Better" global network). Active in 30 hospitals in France, it allows women suffering from cancer to share a moment of friendship and relaxation.



In child and adolescent psychiatry, with the Foundation partnership organizations, such as **the Institut Mutualiste Montsouris** and **The Maison des Adolescents**, beauticians play a major role in the multi-disciplinary team, alongside the medical and care team. As part of a holistic treatment for young patients who suffer with eating disorders, the beautician helps them to feel comfortable with their bodies again and take care of themselves. They use the textures and smells of cosmetics with the aim of awakening senses and stimulating dialogue.

THE FIRST MAISON ROSE HAS OPENED IN BORDEAUX THANKS TO THE L'OREAL FOUNDATION SUPPORT

OFFERING WELL-BEING TO WOMEN WITH CANCER



To assist the increasing need for support to unwell people outside of medical settings, the L'Oréal Corporate Foundation began in 2015 to champion the Rose Association project: to design a welcoming place to accommodate women affected by cancer, free of charge, during and after their treatments. Unique in France, the first Maison Rose opened its doors in February 2016 in the heart of Bordeaux. Each month, it offers more than **170 hours of free non-medical activities** in order to help women to cope with their treatment and remission: beauty treatments carried out by a beautician, cooking, yoga, creative arts, coaching for returning to work, conferences, etc. Welcoming **on average 500 people per month**, this place also ensures that women don't feel isolated, also allowing them to gain information and to meet others in a friendly setting. The cornerstone of the Maison Rose is its beauty salon, offering a programme that is specifically designed to suit each stage of the cancer treatment.



ON THE PATH TO REINTEGRATION



The L'Oréal Corporate Foundation supports 2 non-profit French associations, **EMMAÛS Solidarité** and the social salon **Joséphine Pour la Beauté des Femmes** to offer those who are marginalized or made fragile through social uncertainty, free beauty and well-being care treatments as well as hair treatments.

These treatments often facilitate a virtuous process towards employment. The pathway is often long: working on body image encourages better self-esteem and restored confidence can spur the beneficiary to return to employment.

In this work of personal reconstruction, social partners (employment centres, social welfare referrers, social integration and employment advisers) are increasingly aware of the role of beauticians and volunteer hairdressers, who use their talents to help vulnerable people.



YEAR AFTER YEAR, A STRONGER PARTNERSHIP WITH EMMAÛS TO HELP THE MOST DEPRIVED PEOPLE

Since 2010, the L'Oréal Corporate Foundation has supported the work of **EMMAÛS Solidarité** in the Ile de France region. Feelings of worthlessness, disorientation or loneliness are often characteristics experienced by vulnerable people. Reintegration and return to employment is usually through a process of **self-reconstruction**; awareness is an important first step to initiate and anchor changes in behaviour, and also for **health** education in general.

In accommodation centres or day centres, collective workshops facilitate the establishment of a relationship of trust between the beautician and the beneficiaries of the treatments. Goodwill and friendship prevail. Little by little, people are more willing to talk and open up. By working in close collaboration with teams, the beautician offers personalized beauty treatments in the context of a complete bespoke care programme. Giving them the desire to care for themselves and reclaiming their body and self-image, helps them face daily tasks, such as looking for a job and accessing healthcare.



« The most fragile people often seem the least demanding of this type of offering and yet, they often need it most. »

Gaëlle KASDI-POTIER

(Accommodation and social reintegration centre, Pyrénées, EMMAÛS Solidarité)



OPERATION SMILE BY MEDECINS DU MONDE

“REBUILD YOUR LIFE”



Since 1989, *Operation Smile* has grown steadily. Today, teams from 4 Médecins du Monde associations carry out plastic surgery and reconstruction missions on 2 continents: Africa and Asia.

For 27 years, a hundreds of medical personnel have committed performing surgical operations **on over 15,000 people**, in particular children suffering from congenital or acquired conditions.

All the patients operated have been excluded from the healthcare system who are not in a position to get the care they need for their conditions, due to a lack of financial resources or the necessary surgical techniques or resources.

The main objectives guiding the missions remain the same:

- To change and restore the appearance and to restore a smile, thus facilitating the physical and social reintegration of the people being operated on, living in the heart of their communities.
- To promote training of national medical personnel in order to ensure that skills are shared and passed on; a guarantee of the continuity and quality of the treatment.

Operation Smile by **Médecins du Monde** is also characterized by its long-term investment thanks to strong partnerships with local structures & hospitals, to track and ensure the quality of the care, thus helping the most fragile patients due to the regular nature of the missions.

KEY FIGURES 2016



CALL FOR PROJECTS CITIZEN TIME

SUPPORTING EMPLOYEE VOLUNTEERING

The L'Oréal Corporate Foundation supports employee volunteering by helping them to secure **financial donation for the non-profit associations to which they give their time and energy**. Since its creation in 2014, this programme has already supported 48 non-profit organizations.

In 2016, a jury awarded 28 non-profit associations up to €10,000 to fund a specific project or contribute to the association's running costs.

A **voting platform** encouraged the spotlighting of the project winners and **thus allowed almost 4,200 employees in France to vote in support of the associations**. The favourite association as voted by the employees received an additional €5,000 donation.



The project chosen by the L'Oréal employees was that of Vanessa, who has been committed to the association **Un Cadeau pour la Vie** for almost 2 years. The association aims to improve hospital stays for ill children. "Our only ambition is to make hospitalized children happy and give them energy to fight any illness".

Vanessa presented an original project: the Superbox. Unique in France, it is a box that hides the drip, allowing ill children to have a more positive vision of their treatment. Thanks to the Superbox, children can proudly wander around the ward, accompanied by their favourite super hero.

28 WINNING ASSOCIATIONS:

- | | | |
|---|--|-----------------------------------|
| - TERRE D'UNION | - ENTRAIDE SCOLAIRE AMICALE (E.S.A) | - OLPC FRANCE |
| - ASSOCIATION PLANÈTE SCIENCES | - UNE JONQUILLE POUR CURIE | - ASF78 - TOUS À L'ÉCOLE |
| - LA VIE PAR UN FIL | - UN CADEAU POUR LA VIE | - ISSOIRE SANTÉ INSERTION SOCIALE |
| - L'ARCHE DE SÈNEVÉ | - SOLIDARITÉS NOUVELLES POUR LE LOGEMENT | - DYSPRAXIE FRANCE |
| - VAINCRE LA MUCOVISCIDOSE | - DES JEUNES ET DES LETTRES | - NEMO |
| - OPTIM'AUTISME | - PRO BONO LAB | - CAMBRAI BASKET «HANDIBASKET» |
| - ETINCELLE ILE-DE-FRANCE | - UN SAVOIR POUR TOUS | - ACCEPTESS-T |
| - VOILES SANS FRONTIÈRES | - CENTRE SOCIAL ET CULTUREL DOMONTOIS (CSCD) | - ASSOCIATION CAPITALES |
| - RIOM AUVERGNE POUR LA PROMOTION DE L'ESCALADE LOISIR (RAPPEL) | - AIDE À L'ENFANCE TIBÉTAINE /AET | - M-C-ART |
| | | - LOL'IDAYS |



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:

€5.6M

(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.

€8.6M

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

€8.6M

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

€8.6M

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

€8.6M

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

The amount of €40,000,000 referred to 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.

For the tax year 2013, the value of services provided to the Foundation free of charge by the Founder was €954,823, which includes 2012's increase, bringing the amount of €40,000,000 mentioned above to €41,875,575.

For the tax year 2014, the value of services provided to the Foundation free of charge by the Founder was €1,077,806, which includes 2013's increase, bringing the amount of €40,000,000 mentioned above to €42,953,381.

For the tax year 2015, the value of services provided to the Foundation free of charge by the Founder was €921,782, which includes 2014's increase, bringing the amount of €40,000,000 mentioned above to €43,875,163.

For the tax year 2016, the value of services provided to the Foundation free of charge by the Founder was €817,393, which includes 2015's increase, bringing the amount of €40,000,000 mentioned above to €44,692,556.

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. 5 to the articles of association, dated March 1st, 2016, and the filing of said document with the Paris Prefecture.

The Founder therefore paid €8,600,000 in 2016, plus the €3,068,712 from the unused share of the previous payments relating to the former multi-year action plan, as well as day to day management products of €8,386, i.e. a total budget of €11,677,098.

€8,727,962 of this €11,677,098 was spent.
€2,948,236 was allocated for dedicated funding in 2016.

PERSPECTIVE FOR 2017

The first payment for the new 2017/2021 multi-year action plan of €8,600,000 is scheduled to support the actions of the Foundation



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