



# 2017

ANNUAL RAPPORT



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## BUILDING A MORE INCLUSIVE WORLD

The L'Oréal Corporate Foundation is playing its part in building a more inclusive world by developing ambitious initiatives to address two important causes: supporting women in science and philanthropic beauty.

To create a meaningful impact, we have chosen to focus our efforts in these two areas, which sit at the heart of L'Oréal's DNA. Sadly, inequality, financial insecurity, exclusion and a lack of equal opportunities are still engrained in societies worldwide. And all too often, women are among the first victims.

That is why our *For Women in Science* and *Beauty for a Better Life* programmes are dedicated to women. The choice was obvious for L'Oréal, a business that has been recognized as the global leader in terms of gender equality in the workplace.

The L'Oréal-UNESCO *For Women in Science* programme was established to support, reward and showcase the women behind scientific advances and give them the recognition they deserve. We know that science, intelligence and creativity aren't gender-specific, and that gender equality is a prerequisite for the survival of future societies. Today, the *For Women in Science* community comprises more than 2,800 recognized scientists in 115 countries. The programme covers the full range of scientific career paths, sponsoring accomplished researchers as well as women who are just at the beginning of a promising career.

The *Beauty for a Better Life* programme is operational in some 30 countries and has two major focuses. It provides women facing social or financial hardship with training in the beauty professions to help them find a path to employment. It also provides free well-being treatments for ill or vulnerable women in medical and social institutions, to support them on the road to recovery.

All of the Corporate Foundation's initiatives aim to promote a more inclusive society - one of L'Oréal's unfailing commitments. Every year, we see progress, improvements and new opportunities, but the task remains tremendous. We are more than aware of this. But we are determined to succeed, and therefore continuously seek new levers for action and partnerships to make an even greater impact.

**JEAN-PAUL AGON**

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

## THE BOARD OF DIRECTORS

The Board of Directors consists of 13 members, including a panel of 6 external members qualified in the Corporate Foundation's fields and 7 representatives from within the L'Oréal Group. Its role is to determine the main strategic orientations of the Corporate Foundation, evaluate the initiatives conducted, approve the budget and vote on projects. The Board met twice in 2017, on April 12 and November 28.

### INTERNAL BOARD MEMBERS



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

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

**HERVÉ NAVELLOU**, Executive Director of L'Oréal France

**ALEXANDRA PALT**, Chief Corporate Responsibility Officer at L'Oréal  
Executive Director of the L'Oréal Corporate Foundation (*Alexandra Palt succeeded Isabel Marey-Semper as Executive Director of the L'Oréal Corporate Foundation on October 1, 2017.*)

**NATHALIE ROOS**, President of Professional Products Division at L'Oréal

**FRANÇOISE SCHOENBERGER**, Director for Social Relations at L'Oréal

**JÉRÔME TIXIER**, Executive Vice-President, Head of Human Resources at L'Oréal, Advisor to the Chairman

### EXTERNAL BOARD MEMBERS



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

**PROF. PASCALE COSSART**, Professor at the Pasteur Institute, Permanent Secretary of the French Academy of Sciences  
L'Oréal-UNESCO *For Women in Science* 1998 Laureate

**BÉATRICE DAUTRESME**, Former Executive Director of the L'Oréal Corporate Foundation (independent member)

**MIREILLE FAUGÈRE**, Chief Counsellor at the French Court of Auditors  
Former Executive Director of the AP-HP (Public Hospital System in Paris)

**AMEENAH GURIB FAKIM**, Former President of Mauritius, L'Oréal-UNESCO *For Women in Science* 2007 Laureate

**CLAUDIE HAIGNERÉ**, Astronaut, former French Minister of Research and New Technologies,  
and subsequently Minister of European Affairs, former President of Universcience

## THE CORPORATE FOUNDATION IN 2017

The Corporate Foundation's permanent staff is led by:

**ALEXANDRA PALT,**

Executive Director of the L'Oréal Corporate Foundation

**FLORENCE LAFRAGETTE,**

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

**ANNIE BLACK PhD**

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 Organisations, social enterprises and local authorities submit proposals via the [www.fondationloreal.com](http://www.fondationloreal.com) website.
- 2 The Corporate Foundation's permanent team studies the proposals and selects those to be submitted to the Board of Directors.
- 3 If the project is accepted by the Board, a partnership agreement is drawn between the Corporate Foundation and the project sponsor.
- 4 The Corporate Foundation team monitors the partnership. The project is subject to regular evaluation, presented to the Board of Directors.

## KEY FIGURES 2017

**The Founder allocated €40,000,000 to the Corporate Foundation for a multi-year action plan, payable over a five-year period, according to the following schedule:**

- €8 million (eight million euros), from the publication in the Official Journal of the authorisation to extend the Corporate Foundation and by December 31, 2017 at the latest,
- €8 million (eight million euros) by December 31, 2018 at the latest,
- €8 million (eight million euros) by December 31, 2019 at the latest,
- €8 million (eight million euros) by December 31, 2020 at the latest,
- €8 million (eight million euros) by December 31, 2021 at the latest.

In addition to the amount of €40,000,000, the Founder provided the premises and necessary materials as well as equipment free of charge, and financed staff salaries, amounting to €850,609, bringing the total to €40,850,609.

In accordance with paragraph 3 of article 19-1 of French Act no. 87-571 of July 23, 1987 as amended, this additional amount was declared through the signing of amendment No.1 to the articles of association, dated March 1, 2018, and the filing of this document with the Paris Prefecture.

The Founder therefore paid €8 million in 2017, plus an unused remainder of €2,948,236 from the previous multi-year plan, bringing the total budget to €10,948,236.

Of this €10,948,236, €8,603,041 was spent. The funds allocated for 2017 came to a total of €2,337,644.

## PERSPECTIVE FOR 2018

The second payment for the new 2017/2021 multi-year action plan, totalling €8,000,000, is scheduled to support the Corporate Foundation's activities.

## THE CORPORATE FOUNDATION'S PARTNERS IN 2017

### SCIENCE

ACADÉMIE DES SCIENCES	INSTITUT FRANCAIS DU DANEMARK
AFRICAN NETWORK OF SCIENTIFIC AND TECHNOLOGICAL INSTITUTIONS	LES ENTRETIENS DE L'EXCELLENCE
AGENCE UNIVERSITAIRE DE LA FRANCOPHONIE	LES PETITS DÉBROUILLARDS
ASSOCIATION FEMMES ET MATHÉMATIQUES	L'ÉTUDIANT
ASSOCIATION FEMMES ET SCIENCES	PINT OF SCIENCE FRANCE
ASSOCIATION FEMMES INGÉNIEURS	POUR LA SCIENCE
C GÉNIAL	UNIVERSITÉ FRANCOIS RABELAIS
CNRS Liban	UNESCO
NATIONAL COMMISSION FOR UNESCO (Maghreb region)	UNIVERSCIENCE
EPWS	UPSTI

### PHILANTHROPIC BEAUTY

100 JOURS POUR ENTREPRENDRE	FUNDACIÓN PESCAR ARGENTINA
AGENCE DU DON EN NATURE	GROUPE HOSPITALIER DIACONNESSES
ASSOCIATION FRATERNITÉ UNIVERSELLE HAÏTI	HOPITAL D'ARGENTEUIL - ICCEME
BELLE ET BIEN	I CARE
CHL DE POITIERS	INSTITUT MUTUALISTE MONTSOURIS
CODES	INSTITUT PASTEUR
COMUNITA SAN PATRIGNANO SOCIETA	JOSÉPHINE POUR LA BEAUTÉ DES FEMMES - GROUPE SOS
COSMETIC EXECUTIVE WORLD	LE RIRE MÉDECIN
CROIX ROUGE FRANCAISE	LES AMIS DE LA MAISON DE SOLENN
EMMAÛS	MÉDECINS DU MONDE
EPIC FOUNDATION	RESTOS DU CŒUR
FÉDÉRATION FRANCAISE DE CARDIOLOGIE	ROSE ASSOCIATION
FONDATION APPRENTIS D'AUTEUIL	SIEL BLEU
FONDATION MALLET	TOUTES À L'ÉCOLE
FONDATION MIMI ULLENS	TOUT LE MONDE CHANTE CONTRE LE CANCER
FONDATION HÔPITAUX DE PARIS - HÔPITAUX DE France	UNICANCER
FUNDACIÓN CASA EN EL ARBOL	UNICEF France
FUNDACIÓN TOMILLO	



# *THE WORLD NEEDS SCIENCE AND SCIENCE NEEDS WOMEN*

Today's rapidly changing world is more uncertain than ever before. We are experiencing a technological, social and environmental revolution and we are facing unprecedented challenges. **How can we manage without the scientific contributions of half of the world's talents? How can we hope to build an inclusive world without women?**

To rise to these challenges and overcome the extraordinary complexities of our time, we need every talent available, including women, of course. Yet women remain underrepresented in the scientific world, where the glass ceiling remains an unsettling reality. Less than 30% of scientific researchers are women, and only 3% of Scientific Nobel Prizes have ever been awarded to women - not a single one in 2017.

At L'Oréal, both within our company and at the Corporate Foundation, we believe that a world without women's contribution is unthinkable. That is why, for the past 19 years, the L'Oréal Corporate Foundation, together with UNESCO, have taken action to support women in science and help ensure that women are better represented in the field of scientific research. Thanks to the prizes and fellowships awarded at national, regional and international ceremonies, the L'Oréal Corporate Foundation and UNESCO award and support the most brilliant women scientists throughout their careers.

# SPOTLIGHT ON women in science

Over the past 19 years, the rising number of career opportunities available to women in our society has increased their representation in the fields of science, business and politics.

At L'Oréal, scientific knowledge and gender equality are of the utmost importance.

That is why the L'Oréal Corporate Foundation founded the For Women in Science programme in 1998 - to reward the scientific achievements of women and help talented women scientists to achieve the recognition they deserve.

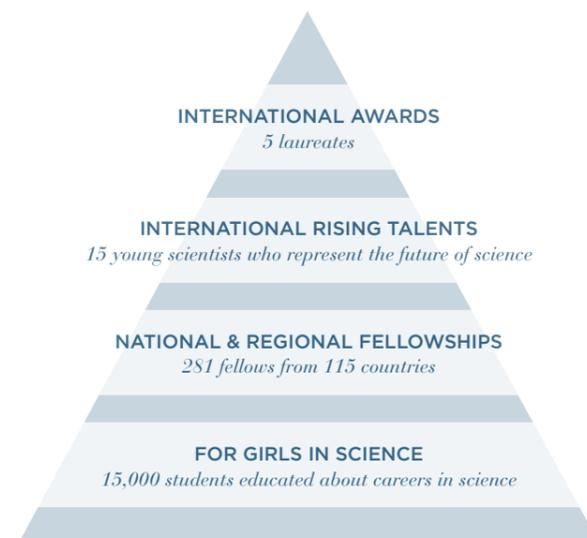
The International L'Oréal-UNESCO *For Women in Science Award* celebrates and highlights five eminent women scientists annually, each from a different part of the world, whose work has been recognised at the highest international level. The five 2017 laureates - experienced researchers selected for their exceptional discoveries - join a community of 92 laureates recognised since 1998. Thanks to the award, our laureates have enjoyed increased visibility, career opportunities and self-confidence. Three of them - Ada Yonath, Elizabeth H. Blackburn and Christiane Nüsslein-Volhard - have received Nobel Prizes in science.

Every year, the programme also supports more than 280 young women scientists, by helping them at a key moment in their careers, during their PhD thesis or post-doctoral studies. A L'Oréal-UNESCO *For Women in Science* fellowship is awarded to these researchers at national and regional ceremonies in more than 48

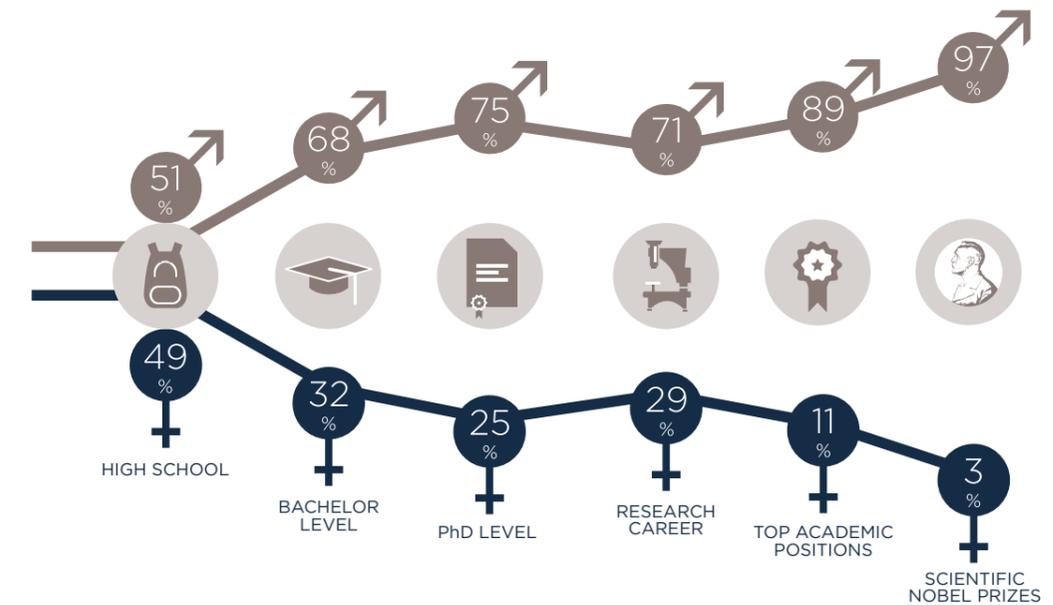
different countries. Since 2001, the L'Oréal Corporate Foundation and UNESCO have supported more than 2,800 young women from 115 countries.

Among these national and regional fellows, the 15 most promising young researchers are also honoured as "Rising Talents", during an annual international awards ceremony.

To further boost and support these young researchers, the L'Oréal Corporate Foundation and UNESCO organise public speaking and science popularisation training, mentoring sessions and personalised coaching. This training, combined with grants and a communication campaign targeting the general public, help young women scientists to enhance their visibility and impact, therefore becoming a source of inspiration for future generations - to create a more diverse and varied scientific community.



## WOMEN IN SCIENCE



BOSTON CONSULTING GROUP ANALYSIS FOR THE L'OREAL CORPORATE FOUNDATION (2014)

Despite this progress, we realise there is still much to be done to achieve true gender balance in scientific professions and overcome the pressing issues facing our planet. Capitalising on the diverse perspectives and intellectual resources of both men and women is the surest strategy to advance our understanding of the world and propel scientific discovery forward in a way that benefits everyone.

While the percentage of women involved in scientific research and other scientific professions has increased by 12% since 1998, not all of them enjoy long, flourishing careers. Women scientists continue to encounter obstacles preventing them from attaining permanent and supervisory positions, or from obtaining funding. Currently, women hold just 11% of highest scientific academic positions in Europe.

Our programme has done a great deal to draw attention to women's contributions to the scientific community. And this progress is not simply a success for progressive organisations and women who share our concerns - changing mentalities and our society benefits everyone. It is the way forward if we want to create an equitable, sustainable world.

# WOMEN ON THE CUTTING EDGE of scientific research

## A RIGOROUS SELECTION PROCESS

**156 NOMINATIONS FROM HIGH LEVEL SCIENTISTS**  
FROM 47 COUNTRIES

EACH NOMINATION IS REVIEWED BY 2 OR 3 EXPERTS  
IN THE CANDIDATE'S FIELD OF RESEARCH

**53 SHORT-LISTED CANDIDATURES**  
FROM 28 COUNTRIES

EVALUATED BY A JURY OF 12 EMINENT SCIENTISTS

**SELECTION OF THE 5 LAUREATES**  
1 FROM EACH OF THE WORLD'S REGIONS

Each year, the L'Oréal-UNESCO *For Women in Science* Award honours five leading scientists – representing the five major regions of the world and recognised by the whole international scientific community – for their remarkable contributions to the advancement of science.

Scientists worldwide were invited to nominate candidates. An independent jury comprised of eminent members of the scientific community made the final selection.

On March 23, 2017, the five laureates attended a ceremony at the Maison de la Mutualité in Paris, where they each received €100,000 in prize money.

For the 2017 edition, the jury was presided by Prof. Christian Amatore, Member of the French Académie des sciences.

The jury recognised the excellent work, creativity and intelligence of these five brilliant women scientists, each of whom has made their mark on the world.



# 2017 LAUREATES



**Laureate for Africa and the Arab States / PROF. NIVEEN M. KHASHAB** has designed novel nanoparticles that help to improve early detection of diseases. Her work in analytical chemistry could lead to more targeted and personalised medical treatments.

**Laureate for Asia-Pacific / PROF. MICHELLE SIMMONS** is a pioneer in the field of ultra-fast quantum computers. Her work on atomic-scale transistors could give birth to tomorrow's computers.

**Laureate for Europe / PROF. NICOLA A. SPALDIN** has designed and modelled new electromagnetic materials for the smallest and most powerful electronic devices. Her research on multiferroic materials could lead to a new generation of electronic equipment components.

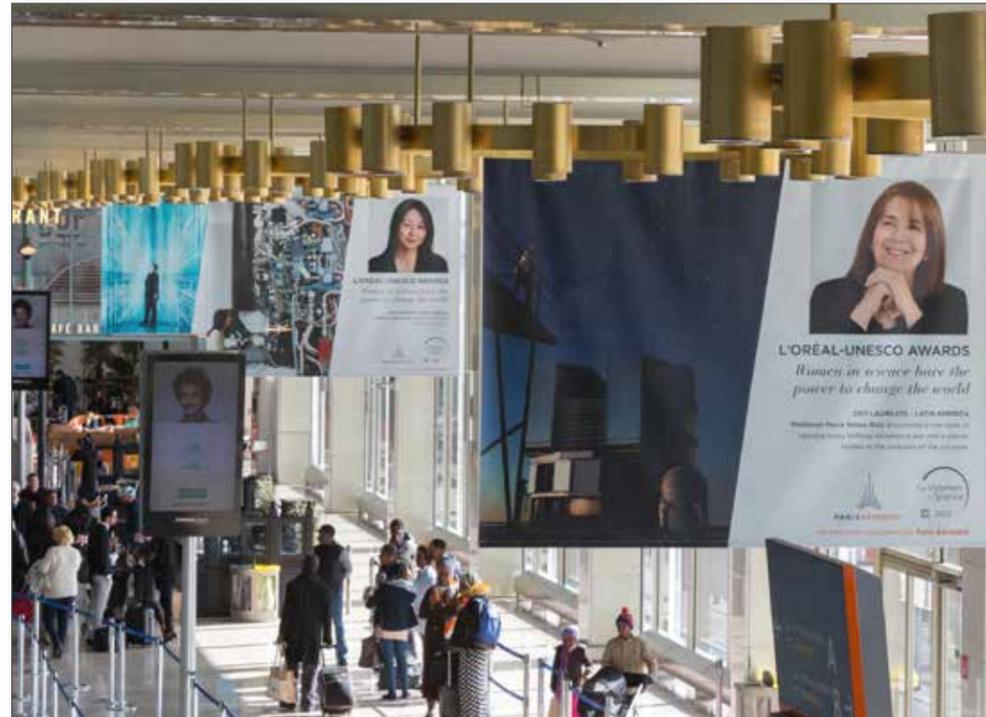
**Laureate for Latin America / PROF. MARIA TERESA RUIZ** has done ground-breaking work on a new type of celestial body halfway between a star and a planet, hidden in the darkness of the universe. Her observations of brown dwarves could answer the universal question of whether there is a life on other planets.

**Laureate for North America / PROF. ZHENAN BAO** has invented skin-inspired electronic materials. Her research on flexible, stretchable and conductive materials could improve the quality of life of patients with prosthetics.

# *SPEAKING UP TO DEFEND* the cause of women in science

*Raising awareness about women in science's cause is vital. Every year, the L'Oréal Corporate Foundation rolls out a new public awareness campaign to showcase women in science and help them gain the recognition they deserve.*

*In 2017, the Corporate Foundation implemented a far-reaching billboard and television awareness campaigns.*



The L'Oréal Corporate Foundation works with several partners who share its vision for a more inclusive world and wish to highlight the work of women scientists.

Since raising awareness is first and foremost about image, the L'Oréal Corporate Foundation focused primarily on a large-scale billboard campaign.

Since 2013, the JCDecaux group has contributed to the awareness campaign by providing billboards in Parisian streets for the Corporate Foundation to use, free of charge. This year, the laureates of the L'Oréal-UNESCO *For Women in Science* International Award featured on 29 4x3m billboards in the streets of Paris from March 15 to 23.

Since 2006, the L'Oréal Corporate Foundation has highlighted the laureates of the L'Oréal-UNESCO *For Women in Science* International Award thanks to support from international airport operator Groupe ADP.

In 2017, 106 large posters – which have become iconic – were on display at Roissy-Charles de Gaulle and Orly airports for six weeks. Two double-page spreads in Paris Worldwide magazine, circulated in the city's airports and hotels, also showcased the five laureates for eight months.

To reach an even larger audience, the L'Oréal Corporate Foundation partnered with JCDecaux to roll out a campaign in Dubai Airport. 130 digital screens informed travellers about the five 2017 laureates over six weeks. The campaign also featured tablets playing videos and providing additional information about the award.

As raising awareness is also about understanding, the L'Oréal Corporate Foundation determined that it was important to share information about the laureates' exceptional discoveries via series of documentaries. Produced in partnership with France 24, eight 12-minute documentaries aired between March and August 2017, and were broadcast 440 times. With a total airtime of 88 hours devoted to showcasing the laureates, they reached nearly 50 million viewers (1.3 million in France alone).

These awareness campaigns are part of a global communications strategy. The L'Oréal Corporate Foundation also works with French and international media to recognise and showcase women in science. In 2017, for example, the laureates of the L'Oréal-UNESCO *For Women in Science* Award were covered by 700 print, online, radio and television media outlets worldwide.

# FOR WOMEN IN SCIENCE fellowships

*Designed to both recognise the work of eminent women scientists and support the careers of promising young researchers, the L'Oréal-UNESCO For Women in Science programme has awarded more than 280 doctoral and postdoctoral fellowships in more than 115 countries.*

## 48 NATIONAL AND REGIONAL PROGRAMMES



### REGIONAL CEREMONIES

In four global regions (Sub-Saharan Africa, Levant and Egypt, Maghreb and the Middle East), regional fellowships are awarded in partnership with L'Oréal Group subsidiaries, UNESCO and local partners:

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

These fellowships enable young women to pursue a scientific career.

In 2017, the L'Oréal Corporate Foundation granted 32

*For Women in Science* regional fellowships:

- 14 regional fellowships for Sub-Saharan Africa
- 6 regional fellowships for the Middle East
  - 5 regional fellowships for Maghreb
- 7 regional fellowships for Levant and Egypt.

# FRANCE

## A new generation of women scientists

*Since 2007, 200 women pursuing doctoral and postdoctoral studies have been recognised in front of their peers and the general public in France for the excellence of their research. In this way, those who excel today will break down stereotypes and inspire the young women of tomorrow to study science.*



On the occasion of the "Fête de la Science" (Festival of Science) on October, 11 at the Salle Wagram auditorium, The L'Oréal Corporate Foundation organised a remarkable event. Before an audience of more than 550 people, 30 young female scientists recognised through the 11<sup>th</sup> edition of the programme explained their work with passion during round-table discussions and talks inspired by TED conferences and the Three Minute Thesis competition. The conference, entitled "Génération Jeunes Chercheuses" (A New

Generation of Women Scientists), ended with the official presentation of the L'Oréal-UNESCO *For Women in Science* fellowships in partnership with the French Académie des sciences and the French National Commission for UNESCO. The L'Oréal Corporate Foundation presented fellowships to these 30 young female scientists on the path to excellence (€15,000 for doctoral researchers and €20,000 for postdoctoral researchers) in order to help them on the next step of their career, support their research and give them the visibility they deserve.

The French State Secretary for Gender Equality, Marlène Schiappa, gave the closing speech.

In 2017, more than 1,000 applications were received and reviewed. The jury, headed by Prof. Sébastien Candel, President of the French Académie des sciences, selected 30 young women scientists with diverse backgrounds: 20 doctoral candidates and 10 postdoctoral researchers. This included ten women from across the world (from countries such as Italy, Switzerland, Greece, Malaysia, Romania, Madagascar, South Korea and Serbia) - in the formal sciences, life sciences, materials science, engineering and technology. These young women have in common the quality and innovative character of their scientific research, impressive academic achievements and the desire to share their passion.

*“I am wholly convinced that every woman who succeeds is doing a great service for all women, and that every woman who stands up for herself stands up for all women everywhere”*

Marlène Schiappa, French State Secretary for Gender Equality.

# INTERNATIONAL RISING TALENTS

## A bright future

The L'Oréal-UNESCO *For Women in Science* programme honoured 15 talented women scientists at the doctoral or postdoctoral level, in order to encourage them to continue their scientific careers. These women, selected from among the 281 researchers worldwide who received fellowships from L'Oréal subsidiaries and UNESCO, are the future of science.

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



From left to right: Dr Nam-Kyung Yu (South Korea), Dr Ágnes Kóspál (Hungary), Prof. Christian Amatore (French Académie des sciences), Dr Julia Etulain (Argentina), Mrs Flavia Schlegel (UNESCO), Dr Rym Ben Salem (Tunisia), Dr Bilge Demirkoz (Turkey), Nazek El-Atab (United Arab Emirates), M. Jean-Paul Agon (L'Oréal Corporate Foundation), Dr Hab Joanna Sułkowska (Poland), Prof. Muireann Irish (Australia), Dr Tamara Elzein (Lebanon), Dr Lorina Naci (Canada), Dr Ran Long (China), Dr Stéphanie Fanucci (South Africa), Dr Fernanda Werneck (Brazil), Dr Hyun Lee (Germany).

### 15 INTERNATIONAL RISING TALENTS AT DOCTORAL OR POSTDOCTORAL LEVEL

#### 4 MAIN AREAS OF EXPERTISE:



FORMAL SCIENCES



PHYSICAL SCIENCES



ENGINEERING AND TECHNOLOGY



LIFE AND ENVIRONMENTAL SCIENCES

# SCIENCE AND SOCIETY



In February 2017, the L'Oréal Corporate Foundation partnered with **20th Century Fox** for the French release of the momentous film *Hidden Figures*. The film tells the extraordinary tale of three African-American women mathematicians who helped the United States move ahead in the space race by putting astronaut John Glenn into orbit around the earth. Kept in the shadows by their male colleagues in a country ravaged by deep-seated inequalities, these women and their story have now finally received the attention they deserve on the silver screen.

The L'Oréal Corporate Foundation also sponsored the **Pariscience festival**. The week-long event screens the best French and international science documentaries on all topics, whatever their format

or target audience. In addition to the screenings, the event also hosts sessions that bring together viewers, filmmakers and men and women scientists to discuss contemporary issues. Around 10,000 people eager to learn, dream, understand and discuss topics with the scientists and filmmakers attended the October 2017 event. The L'Oréal Corporate Foundation participated in the roundtable on and screening of *Bombshell: The Hedy Lamarr Story*, written and directed by Alexandra Dean. The documentary tells the story of well-known Hollywood actress, Hedy Lamarr, and her lesser-known scientific gifts. The actress, who starred in films with leading directors, changed the course of history by inventing a coded transmission system that led to the development of GPS technology.

The L'Oréal Corporate Foundation also participated in the **Science, Research & Society forum**, jointly organised by the magazines *Sciences et Avenir* and *La Recherche*. Founded in 2009, the forum is a unique event where people can learn about, come to understand and contribute to science and technology, which play a critical role in building our future. Over the course of two days, attendees heard scientists and researchers, philosophers, civil society figures and well-known essayists give talks and discuss contemporary topics and other issues raised by science. On September 29, 2017, the L'Oréal Corporate Foundation presented a talk by Elsa Lorthe, one of its L'Oréal-UNESCO *For Women in Science* 2016 fellows, on "French people and Science". She proved that, despite the glass ceiling, it is possible for a woman to have a scientific career in France.

# INSPIRING MORE YOUNG GIRLS to study science



The number of girls choosing certain scientific courses is still too low. Less than 30% of students studying fundamental sciences are female.

Multiple 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 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 people to study science, in particular young women.

Over three years, more than 45,000 students have increased their levels 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 the L’Oréal Research & Innovation division.

In addition to these classroom events, the L’Oréal For Girls in Science programme has expanded. It now offers various types of awareness events, focused on role models, both in schools and at other venues. As part of its digital transformation, the L’Oréal Corporate Foundation launched its first YouTube campaign, entitled “Now You Know”, to reach an even broader audience outside of schools and to strengthen its relationship with young people.

In 2017, informational shows entitled “La Science, et si c’était pour moi?!” (“What if science was for me?”), co-developed with **Universcience**, brought together more than 1,000 students in the auditorium of the Cité des Sciences et the l’Industrie de la Villette in Paris. They were joined by a further 600 students connected online from all over France. On stage, a host and three ambassadors surprised the students and their teachers with a fun, modern, digital show. The students were invited to reflect on certain topics and interact with their smartphones via an online survey and live chat. The ambassadors shared their stories and held Q&A sessions to address the students’ concerns.

# THE L’ORÉAL CORPORATE FOUNDATION is partnering with six influencers

The L’Oréal Corporate Foundation launched the #NowYouKnow communication campaign on October 12, 2017, with a view to supporting secondary school girls as they choose their career path, and encouraging them to see science as a possibility.



## THE GOAL

To break down prejudices by showing that science knows no gender and is present all around us, even in the most unexpected places.

## THE CONCEPT

A web series that pairs six young women scientists with six women influencers in different fields.

French trendsetters Lola Dubini, Miss Jirachi, Devovo, Lisa Zimouche, BulleDop and Pauline Ado had a chance to discuss a variety of topics with six young women scientists, including global warming, music and dyslexia. The six influencers volunteered graciously to partner with the Corporate Foundation to help inspire girls and young women to study science.

“We are very proud to see that our partnership with these young trend-setting influencers has allowed us to raise awareness about science with such a large audience. We hope that this campaign will lead some young women to think about their studies differently and to choose to go into the sciences”

said Alexandra Palt, Executive Director of the L’Oréal Corporate Foundation.

The web series was a great success, with more than 510,000 views, 12,000 likes and over 1,400 comments. The format was clearly suited to engage and connect with different communities—2 of the videos were viewed over 100,000 times.



# *BEAUTY FOR A BETTER LIFE*

**Because education drives social integration,** the L'Oréal Corporate Foundation's *Beauty For a Better Life* programme offers an excellent, free-of-charge international training programme in beauty professions. This programme has been developed for people experiencing financial or social hardship, and helps them to find work.

**Because beauty helps people to feel better and live better,** *Beauty For a Better Life* provides tailor-made beauty and wellness treatments in medical and social contexts. The treatments are conducted by beauticians who have been trained in supporting people experiencing physical or mental suffering or social difficulties.

Through these tangible initiatives, the L'Oréal Corporate Foundation draws on the expertise of the Group and on partners recognised for their social efforts, to help vulnerable people to regain confidence in themselves, reintegrate into society and build a better future.

# INTERNATIONAL TRAINING programme

FOR SOCIAL AND ECONOMIC EMPOWERMENT

Through its *Beauty for a Better Life* programme, the L'Oréal Corporate Foundation has supported high quality training programmes in beauty careers since 2009. This international programme is committed to helping people in vulnerable financial or social situations to gain access to employment or even start their own business. The group's expertise in hairdressing and make-up, and the local knowledge of NGOs and recognised not-for-profit organisations specialising in economic and social inclusion constitute the pillars of the *Beauty for a Better Life* training programme.

In 2017, nearly 3,800 people received training in 27 countries from South Africa to Malaysia, including France and Argentina. The L'Oréal Corporate Foundation and its partners blend their complementary expertise to select eligible target audiences and co-create training content suited to the needs. The programme takes local challenges and needs into consideration by designing unique course materials for each training centre in order to promote the social and economic inclusion of beneficiaries in their communities.

## A CLOSER LOOK AT THE IMPACT OF OUR TRAINING

From January to March 2017, the L'Oréal Corporate Foundation conducted a quantitative study in six countries to analyse the initiatives implemented and the results achieved by the *Beauty for a Better Life* training programme.

The study had several major aims, including assessing the programme's professionalisation and its social and economic impact on trainees' lives.

The study covered six countries - China, Colombia, Indonesia, Italy, Russia and Vietnam - on several continents. As part of the study, researchers visited 20 training centres, where they interviewed staff as well as 516 beneficiaries who took part in the programme between 2014 and 2016.

The study indicates that more than 90% of beneficiaries were women and that 90% of those interviewed successfully obtained their *Beauty for a Better Life* diplomas. The training allows the vast majority of participants to achieve, over time, the level of training required to obtain their diplomas, regardless of their initial level or the training centre attended.

The study also highlighted the programme's remarkable degree of professionalisation. The training centres employ staff devoted exclusively to the programme and the *Beauty for a Better Life* diplomas are recognised by local authorities in most of the countries evaluated, except Indonesia and Colombia.

In terms of employability post-training, the study shows that the training enabled 84% of trainees surveyed to gain employment or start their own business. Graduates' living conditions improved dramatically, with income nearly doubling (+80%) and their ability to save money or pay their rent increasing by 29% and 23% respectively. In addition, the study highlighted best practices such as effective communication between L'Oréal subsidiaries, training centres and partner NGOs.

### MORE THAN 13,000 BENEFICIARIES TRAINED SINCE 2009



### KEY RESULTS

+ 500  
training graduates interviewed

+37%  
increase in perceived level of happiness after graduating

x1,8  
declared average increase in alumni's monthly income

91 %  
of alumni consider that the programme has improved their living conditions

# THE EXPANSION OF THE TRAINING PROGRAMME CONTINUES

## FOCUS ON 5 NEW PROGRAMMES

### PHILIPPINES



The *Beauty for a Better Life* programme, in partnership with the **Philippine Business for Social Progress (PBSP)**, seeks to provide new opportunities for women in vulnerable social and financial situations. The participants receive a three months training in hairdressing skills from L'Oréal Philippines' professionals. Before graduating, each trainee undertakes an internship in a partner salon, which provides them with rigorous professional experience and a chance to respond to customers' expectations. This internship is a major advantage for graduates in the job market.

To promote the programme and raise its profile, beauty bloggers have been invited to visit the training centres, where trainees do their hair and make-up. The positive impact of this type of initiative is twofold: it helps to raise awareness of the programme in the beauty industry and builds the trainees' confidence.

The programme also promotes social inclusion by organising solidarity events where *Beauty for a Better Life* trainees provide beauty treatments for people who could not otherwise afford them. In late 2017, graduates of the *Beauty for a Better Life* Philippines programme participated in the launch of the *Angat Buhay* (Tagalog for "to lift life") anti-poverty programme by providing free haircuts for residents of Barangay Tumana in Marikina. Through this project, the volunteers provided haircuts to nearly 70 women of all ages. The programme was co-organised with the office of the Vice President of the Philippines, Leni Robredo, and other partner organisations, as part of a careers forum. The event provided the *Beauty for a Better Life* graduates with an opportunity to support their community.

#### ASIA-PACIFIC IN 2017



### SOUTH AFRICA

Following a pilot project in 2016, the first cohort of *Beauty for a Better Life* trainees began classes in 2017, in partnership with **People Opposing Women Abuse (POWA)** and the **National Youth Development Agency (NYDA)**.

Around 30 young men and women from underprivileged socio-economic backgrounds took part in the three-month *Beauty for a Better Life* training programme, which taught trainees new skills in hairdressing, make-up, pedicure and manicure treatments. The goal of the training is to promote social inclusion through economic activity. It also helps graduates secure jobs or create their own business by providing entrepreneurship support, for example, in addition to technical training.

L'Oréal South Africa's partnership with local authorities and a non-governmental organisation led to the recognition of the *Beauty for a Better Life* training by the local professional community. The programme is therefore regarded as a good solution to build technical skills in the beauty professions and help young people from underprivileged backgrounds gain professional skills.

#### AFRICA AND THE MIDDLE EAST IN 2017



### BRAZIL

The "Casa de Belezas" (House of Beauties) project, launched in 2017 in partnership with the organisation **Casa do Menor**, trains beauty professionals and promotes social inclusion among underprivileged communities in Rio de Janeiro. In the first year, more than 80 beneficiaries graduated as hairdressing assistants from this *Beauty for a Better Life* training programme. The training was co-created with L'Oréal Brazil and **Casa do Menor**, a non-governmental organisation that helps underprivileged children and youths in the region of Nova Iguaçu, in Rio de Janeiro state.

As in the Philippines, the *Beauty for a Better Life* trainers were themselves trained by the L'Oréal teams. The involvement of L'Oréal teams ensures trainees benefit from a high quality programme.

The training covers the technical aspects of hairdressing, as well as the transferable skills needed to find a job and manage a beauty salon, and professional ethics.

After obtaining their diplomas, graduates continue to receive support from a social worker as they look for work, start a business or continue their studies. This post-training assistance is designed to ensure that *Beauty for a Better Life's* graduates achieve sustainable economic inclusion.

#### LATIN AMERICA IN 2017



## FRANCE

The *Beauty for a Better Life* programme offers two complementary training courses to address local needs in the beauty sector.



*La Beauté d'Entreprendre* training programme provides support for entrepreneurs in the beauty industry. In France, new businesses are regularly created in the booming beauty industry. The number of companies (from small in-home hair stylists to full-scale salons) has risen by 25% in five years. Taking the leap to launch these projects, however, remains challenging, and there has been no dedicated entrepreneurship support in the industry.

By combining their expertise and shared values, the L'Oréal Corporate Foundation and **La Fondation des Apprentis d'Auteuil** are working together to propose a free business training for beauty professionals. The training is aimed at people who have difficulty integrating into the workforce and/or society, or who have the desire and potential to start a business. Following the training - the graduates receive six months of individual support, designed to maximise their chances of success and economic inclusion. The programme helps participants to overcome the difficulties inherent in starting a business with the help of a trainer - L'Oréal mentors and other contributors who share the keys to entrepreneurial success. A vocational counsellor also provides individual support regarding the socio-economic issues faced by the trainees that could have an impact on the development of their business.

The beneficiaries receive 16 weeks of classroom and hands-on training, complemented by an e-learning platform that allows them to deepen their understanding of topics in which they may be particularly interested.

The second training programme offered is *L'Atelier des talents*, which enhances participants' employability in the hairdressing industry. Too many aspiring hair stylists complete their initial training without being truly prepared for the challenges of the profession, leading many to simply give up on the career. Hair styling is a high-growth sector - the second largest skilled trade segment in France - with promising job opportunities. Thanks to a partnership between the L'Oréal Corporate Foundation and **Groupe SOS** in France, *L'Atelier des talents* will offer fast-track professional training for people who already have some experience in hair styling, but do not or no longer work in the field.

The aim is to enable participants to return to the profession with a bright future following 12 weeks of training. The initiative was recognised by the City of Paris Social and Solidarity Economy Awards.

### EUROPE IN 2017



# BEAUTY AND WELLNESS TREATMENTS in medical and social contexts

*More convinced than ever that the beauty and the wellness treatments can help people experiencing physical or mental suffering or social difficulties, the L'Oréal Corporate Foundation expands its involvement in medical and social institutions each year.*

Thanks to partnerships developed with associations and hospitals, the L'Oréal Corporate Foundation funds free beauty and wellness treatments provided by beauticians who are specially trained to support people in vulnerable situations. Organised as individual sessions or as group workshops, these precious moments combine **listening, relaxation, technical advice and beauty treatments** (including make-up, facials, manicures and massages). As part of a multi-disciplinary, global treatment programme, they contribute to improving wellbeing, raising self-esteem, encouraging a fighting spirit and improving social bonds.

### Expertise and commitment

Some qualified beauticians seek to practise their profession in a different way, and use their skills with vulnerable people. After a rigorous selection process, they can join a training programme such as the **CODES** (Beauty Course with a Humanitarian and Social Option) with over 600 hours of training led by medical and social welfare professionals. They learn how to provide beauty care and wellness treatments to people who are suffering or fragile due to a blow to their **physical integrity** (illness, accident, surgical operation, ageing) or their **mental integrity** (mental illness, alcoholism, drug abuse), or those in **social distress**.

This training course is unique globally and allows them to obtain the official title of "socio-esthéticienne" (literally "socio-aesthetic therapist"), a role which is recognised by the French State.

Since 1979, more than 1,200 beauticians have been trained and offer precious moments of wellbeing to thousands of people.

### KEY FIGURES 2017



# ON THE PATH TO WELLBEING

*While improvements in cancer treatments are cause for celebration, it is important not to forget the side effects of these treatments, some of which can last many years. In France, supportive oncology treatments play a key role in improving patients' quality of life.*

The French National Cancer Institute (INCA) includes beauty and wellness treatments provided by trained beauticians in its official list of supportive care. Perceived as a real breath of fresh air for patients whose body has been bruised by their illness, treatments or surgery, these moments present an opportunity to benefit from advice on how to face the undesirable effects of treatments on the physical appearance. A bespoke approach is taken to provide real physical and psychological wellbeing to patients, whether through facials, massages, make-up, technical advice, or individual or collective sessions.

In 2017, the L'Oréal Corporate Foundation expanded its initiatives benefiting cancer patients:

- In hospital settings, such as **UNICANCER's** Comprehensive Cancer Centres (see case study) or the 30 oncology services where the **Belle et Bien** organisation (part of the international **Look Good Feel Better** global network) has organised upbeat beauty workshops led by volunteers since 2002.
- In the community, as with **La Maison Rose**, opened in 2016 thanks to support from the L'Oréal Corporate Foundation. The establishment welcomes 700 women free of charge in the center of Bordeaux every month, giving them a place to share their stories, participate in a wide range of workshops and exercise classes, seek advice and, of course, benefit

from support from a beautician before, during and after treatments.

In addition to oncology, the L'Oréal Corporate Foundation remains committed to child and adolescent psychiatry with partnership organisations such as the **Institut Mutualiste Montsouris** and the **Maison des Adolescents**, where 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.

“Some medical treatments can have dermatological or cosmetic consequences which can lead to a deterioration in patients' body image, and often therefore in their spirits; Integrating beauty and wellness care into the medical course and into the multi disciplinary teams offers precious support.”

Dr Ivan Krakowski, Oncologist,  
President of the French-Speaking Society for Supportive Care in Cancer (AFSOS)

## UNICANCER: A NEW PARTNERSHIP TO EXPAND THE IMPACT OF BEAUTY TREATMENTS IN ONCOLOGY BY INCLUDING THEM IN THE TREATMENT PROGRAMME



Following the signing of an agreement in 2016, the partnership between the L'Oréal Corporate Foundation and UNICANCER (which runs 19 cancer centres in France) began with a review of beauty and wellness practices at UNICANCER's facilities. The review has led to the launch of a unique new pilot programme in five centres: Institut Bergonié in Bordeaux, Léon Bérard in Lyon, Jean Perrin in Clermont-Ferrand, Henri Becquerel in Rouen and Institut Curie in the Paris area. Before being rolled out across France, the programme will first increase the number of patient beneficiaries, introduce the service in all sites, integrate the beauticians into multi-disciplinary teams and professionalise practices. By 2021, all 19 centres will have benefitted from two years of support from the L'Oréal Corporate Foundation.

## A MAJOR ADVANCE IN MEASURING THE BENEFITS OF BEAUTY AND WELLNESS TREATMENTS IN ONCOLOGY

To contribute to an objective analysis of the benefits of oncology beauty and wellness treatments – an undertaking begun years ago by several doctors and scientists – the L'Oréal Corporate Foundation conducted an **unprecedented data survey** in 2017. Over 1,250 people completed the survey at the Institut Curie and on the “Mon Réseau Cancer du Sein” (“My Breast Cancer Network”) website. This included recipients and non-recipients of beauty and wellness treatments, as well as carers. The questionnaire was developed with the input from oncologists and the **Patients en Réseau** organisation. The answers provide insight into the impact of the setting and the experience of the beauty and well-being treatments from a patient's perspective. Above all, they reveal the effect of the treatments on patients: 86% of patients enjoyed receiving beauty tips and advice on how to manage the side effects of their medical treatments on their skin, hair and nails. 84% of these patients said the oncology aesthetics sessions provided them with time to **relax** and promoted wellbeing. The sessions helped 39% of patients to think less about their disease, and 34% to improve their **self-esteem**. 34% also said they enjoyed having a good listener in the beautician. A third of patients found their time at the hospital more enjoyable thanks to the sessions, and 19% said they led to improved confidence.

# ON THE PATH TO REINTEGRATION

*Feelings of worthlessness, disorientation or loneliness are often characteristics experienced by vulnerable people. Reintegration and the return to employment typically take place through a process of **self-reconstruction**; awareness is an important first step to initiate and sustain changes in behaviour, and also for **health** education in general.*

Since 2010, the L'Oréal Corporate Foundation has supported the work of **EMMAÛS Solidarité** in the Parisian region. In accommodation centres or day centres, collective workshops facilitate the establishment of a relationship of trust between the beautician and those benefitting from the treatments. Goodwill and friendship prevail. Gradually, people are more willing to talk and open up. By working in close collaboration with teams, the beautician offers personalised beauty treatments as part of a comprehensive, bespoke care programme. Helping them recover the desire to take care of themselves and reclaim their body and self-image helps them face daily tasks, such as looking for a job and accessing healthcare.

The women who walk into the **Joséphine** beauty salon (run by Groupe SOS) in Paris are referred there by social workers to benefit from its beauty and wellness services. For the

token sum of a few euros, they receive hairdressing services in a colourful, upbeat setting, where professional hairdressers – most of whom are volunteers – help them feel good about themselves. Beauty and wellness treatments, wardrobe advice and sophrology are also available to these women, who gradually become empowered to handle whatever life sends their way. In this work of personal reconstruction, social partners (such as 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.

*“Having a positive self-image is absolutely fundamental for reintegrating into society and the employment market. As part of an innovative approach to social integration, Joséphine uses beauty treatments to promote inclusion, boost confidence and forge social ties, so women experiencing major hardship can regain their self-esteem.”*

Nadège Moniez (Joséphine Salon in Paris, Groupe SOS)



# CALL FOR PROJECTS

## 9<sup>th</sup> edition

*Every year, as part of a call for projects (“Le Prix Première Chance”) organised in partnership with CODES (Beauty Course with a Humanitarian and Social Option), the L’Oréal Corporate Foundation selects organisations seeking to establish or expand beauty and wellness treatments at their social or medical institutions. Each of the winning organisations receives financial support of up to €20,000 (a total of €200,000 is awarded), as well as personalised coaching from CODES to help implement, support and ensure the longevity of the project.*

In 2017, 85 applications from all over France were received and assessed in advance of the presentation day held in L’Oréal’s offices on Rue Royale in Paris on June 27, 2017. **15 organisations** were selected:

- **Douce Heure**, which visits patients at Montpellier University Hospital, particularly children and teenagers hospitalised for paediatric surgery
- **Epilog**, which supports the palliative care unit at Rives de Seine Hospital in Puteaux
- **The Centre Maternel Michelet**, which hosts pregnant women and/or young mothers with children facing hardship in Paris
- **Val Rosay**, an establishment offering recuperative care and rehabilitation in Saint-Didier-au-Mont-d’Or
- **The pulmonology service** at Louis Pradel Hospital of Les Hospices Civils in Lyon
- The Val d’Ariège **Dialysis Centre** in Saint-Jean-de-Verges
- **L’Ilot Femmes**, which takes in women who are victims of violence or prostitution in Périgueux
- **AVEMA**, which supports victims of crimes and community disasters in Bourg-en-Bresse
- **The Etablissement et Service d’Aide par le Travail** Saint Exupéry, which helps disabled people enjoy a social and professional life in Colomiers
- **Le Refuge**, which provides temporary accommodation and comprehensive support for young people in Paris and Lyon who have been rejected by their families because of their homosexuality
- **The Centre d’Etude et de Traitement de la Douleur** de la Fondation Ophtalmologique Rothschild, which treats patients suffering from chronic pain in Paris
- **The intensive care unit** at Hôpital Henri Mondor in Créteil
- **The Centre Hospitalier Rives de Seine**, which provides medical and psychological care for teenagers suffering from mental illness in Neuilly-sur-Seine
- **The Institut Médico-Educatif André Bousquairol**, which takes in children and teenagers with multiple physical and/or mental disabilities in Villeneuve-Tolosane
- **ESPOIRE**, which supports women suffering from endometriosis at Hôpital Cochin in Paris.



# OPERATION SOURIRE

## RECONSTRUCTING LIVES



Since 1989, *Operation Sourire* has grown steadily. Today, teams from four Médecins du Monde associations conduct plastic and reconstructive surgery missions on two continents: Africa and Asia.

For **28 years**, hundreds of healthcare professionals have committed to performing surgical operations for **more than 15,000 people** in their home - in particular children - suffering from congenital or acquired diseases.

All of these operations are performed on patients excluded from the healthcare system, who do not have access to adequate treatment for their pathologies due to a lack of finance or the necessary surgical techniques or practical resources.

The main objectives guiding the missions remain the same:

- To change and restore the appearance and to restore a smile, helping to facilitate the physical and social reintegration of the people undergoing operations, 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 Sourire* by **Médecins du Monde** is also remarkable for its commitment to long-term care for the most fragile patients, the strong partnerships it develops with local facilities and hospitals, and the regularity of its missions, which ensures quality treatment and after-care.

### KEY FIGURES 2017



# CALL FOR PROJECTS CITIZEN TIME

## SUPPORTING EMPLOYEE VOLUNTEERING

The L'Oréal Corporate Foundation supports employee engagement by helping them to secure **financial donations for the not-for-profit associations for which they volunteer their time and energy**. Since its creation in 2014, this programme has already supported 76 not-for-profit organisations.

In 2017, a jury awarded 28 not-for-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, enabling nearly 4,200 employees in France to vote in support of the associations. The favourite association as voted by the employees received an additional donation of €5,000.

The project selected by the L'Oréal employees was put forward by Lydie, who volunteers with the organisation Source Vive, a welcoming and professional association that provides psychological support for children with cancer and their families. "Seeing the families smile and think about something else for just a few hours a week, during these painful times, is the greatest gift," says Lydie.

### 28 WINNING ASSOCIATIONS:

Club perspectives + - Lisa forever - Social builder - L'Arche de Sénégal - Association Leonore - Association mémoire du tirailleur Sénégalais - Asmada - Association Lesch-Nyhan Action (LNA) - Enfants du Bénin Debout - Vaincre la mucoviscidose - Le Petit Pausailleur - Le fil et la main - Source Vive - Les Petits Loupiaux - Un Orchestre pour Roquesable - Premiers de Cordée - Elan interculturel - Foyer AFJ - AFF (Amis de Fana France) - Banque d'Instruments de Musique (BIM) - Solidarité nouvelle face au chômage- Médecins d'Afrique - Vision du monde - Autour des Williams - Club ULM du Haut-Diois - Association Capital Filles - Croque la vie - Association Gungue



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