

The L'Oréal Foundation: education, science, solidarity

In its first year of existence, the L'Oréal Corporate Foundation gave new impetus to the group's major emblematic philanthropic programmes. It has undertaken new projects in its three fields of intervention: encouraging education, promoting science and helping the vulnerable. In 2009, its objective is to roll out exemplary programmes adapted to specific situations across the globe, and to develop philanthropic initiatives firmly anchored in the local environment of its subsidiaries.

Extending the group's major philanthropic programmes

L'ORÉAL-UNESCO "For Women in Science" Awards
2008 marked a further step forward with the signing, on March 6th, 2008, of the "For Women in Science" charter of commitment aimed at promoting science, supporting the cause of women and changing the face of science. Since the programme began, 52 awards, 120 international fellowships and 499 national fellowships have rewarded the efforts of nearly 700 women around the globe. These talented women today form an exceptional community that represents all continents and cultures.

"Hairdressers against AIDS"

Launched in 2005 by L'Oréal in partnership with UNESCO, the international "Hairdressers against AIDS" education and prevention programme is taught in 163 L'Oréal training centres, as well as in hairdressing schools and salons. Three thousand instructors are involved on a daily basis. Today also distributed via the Internet, the programme is in constant expansion. Four new countries joined the programme in 2008, bringing the total to 27 countries to date. The Foundation is eager to strengthen this initiative, to raise awareness of the risks of the disease amongst greater numbers of women, the most influential educators in their families.

Ceremony marking 10 years of the L'ORÉAL-UNESCO "For Women in Science" Awards.



Helping vulnerable people

Self-esteem and self-confidence are at the heart of L'Oréal's business. The Foundation has chosen to develop programmes which help people regain confidence in their appearance and thus resume active involvement in society. The Foundation is committed to the international "Look Good... Feel Better" programme that organises skin-care and make-up workshops to help women with cancer reduce the side effects of treatment and thus restore their self-image.

In another move, the Foundation is working with **Médecins du Monde** to support "Opération Sourire". This programme restores through surgery faces disfigured by war, malnutrition or disease, helping adults and children to overcome their disadvantage and become part of society again. In 2008, over 200 people were able to benefit from operations in Cambodia, Madagascar, Mongolia and Niger. The Foundation will be stepping up its commitment in 2009.

The Foundation gave support to the **Samusocial** for the creation of the "Maison des Femmes", a shelter where particularly vulnerable women can rebuild their lives. In 2008, it placed a social worker at the residents' disposal to help them regain a sense of their identity and enhance their self-image.

The Foundation also offers beauty care and hairdressing workshops with a social dimension at the "Maison de Solenn" to help young anorexic women regain their self-confidence.

A team of Médecins du Monde surgeons on a mission in Cambodia for "Opération Sourire".

