



Our beliefs
Our commitments
Our actions





The L'Oréal Foundation

*Empower. Inform.
Support. Accompany.
Change perceptions.*

These are the convictions and core values that guide the L'Oréal Foundation's commitment to women throughout the world.

The Foundation's programs focus on identifying and supporting women through actions developed around two dynamic themes: For Women in Science and Beauty for a Better Life.

For Women in Science encourages the vocations of girls in high school, supports women in research, and recognizes excellence in fields where women are underrepresented.

The Foundation is convinced that Beauty contributes to feeling better and living better. Its program Beauty for a Better Life has developed tailor-made personal care to restore the self-esteem of women affected by illness, poverty and isolation, to help them regain confidence and rediscover their femininity, to find the force to pull together the threads of their lives. The program also assists women in building toward the future by providing training in beauty occupations.

Women are the future of science: a core conviction of the L'Oréal Foundation

Only 30% of scientific research is carried out by women. Just 3% of Nobel Prizes in scientific fields have been awarded to women. Within the European Union, only 11% of top academic posts in scientific fields are held by women. A gender gap runs through the world of science like a long, gaping chasm, and it's an injustice that continues to baffle. Simply put, it makes no sense.

Scientific research requires a blend of all kinds of talents if it is to push humanity forward and provide a place for everyone, and every woman, to work in mutual respect, dignity and harmony. If women are the future of the world, they are also the future of science.





For Women in Science

SHOWCASING FEMALE TALENT

Einstein once said: “It is easier to smash an atom than a prejudice”. The quest for equality is a daily struggle against stereotypes. Such everyday notions that tell us, for example, that boys perform better in science class, or that girls just aren’t as smart as boys, whatever the academic discipline. Or the familiar, widespread idea that a job in science just isn’t very ladylike. What we at the L’Oréal Foundation know is that intelligence, determination and passion for hard work don’t have a gender.

Building on the strength of its commitment to women everywhere, the L’Oréal Foundation has decided to change the game, vowing to shatter the stereotypes that stifle young ambitions and to champion the role of women in bringing diversity to the world of science.

RECOGNIZING EXCELLENCE AND NURTURING CAREERS

Each year, the *For Women in Science* program, in partnership with UNESCO, recognizes the work of five women who have made great strides in scientific research - one woman for each continent. More than two hundred and thirty Fellowships are also awarded every year to female PhD students and Post-Docs across one hundred and ten countries, allowing them to continue their research during a challenging period in their lives, when multiple obstacles arise to threaten the goals they’ve worked so hard to achieve.

The L’Oréal Foundation is also active at earlier stages in education. Today, girls in high school

are three times less likely to achieve a doctorate in science than their male counterparts. The *For Girls in Science* program works in tandem with the internet campaign *#LesFillesAussi* (*#GirlsToo*), operating on social media to provide young women with positive images of scientific pursuits as they begin to make the decisions that will shape their future.

Giving girls a taste for science, urging them not to stand back and let the boys take precedence, convincing them that their determination, creativity and imagination are valuable assets, and that *“their ideas can contribute to changing science”*: these fundamental goals of the L’Oréal Foundation are supported by the *For Women in Science* Fellowship winners, as well as by women scientists working for the L’Oréal group.

These ambassadors meet regularly with students to share their curiosity, their audacity, and their proactive attitude - giving young people a glimpse of the joy that comes from being passionate about a scientific vocation.

“Young women need role models who can prove that becoming a scientist doesn’t mean giving up on your femininity or turning your back on glamour. Positive role models are the best way to give them direction and raise their ambitions.”

Professor Thaisa Storchi Bergmann, Laureate in 2015

EMPOWERING SCIENCE

Joy. It might seem like a strong word to use, but the reality is that science is anything but sad, anything but bland, and anything but boring. Not convinced? Just listen to our Award Laureates and Fellowship winners talk about their experiences and success, as well as their difficulties and failures – there’s no mistaking the joy they feel.

Seeing the intelligence sparkling behind their eyes, the smiles lighting up their faces, the sheer force of the positivity that drives them, and the humility that makes their words so touching – these are women who can truly captivate.

Take Daniela Zeppilli, the Italian oceanographer who was a Fellowship winner in 2014 and is also a young mother: *“when you discover something that no one’s ever seen before, it’s like stepping on to the surface of the moon – it is the same feeling. I’ve never once woken up in the morning and felt sad about going to work”*. Or Professor Laurie Glimcher, the American immunologist who exudes elegance, a mother of three and Award Laureate in 2014: *“I always felt that science was a way to follow your dreams and accomplish truly useful things”*. And juggling research and motherhood? *“For me, there was never any question - I always wanted both”*. Brazilian astrophysicist Thaisa Storchi Bergmann, a 2015 Award Laureate, reflects that *“young women*

need role models who can prove that becoming a scientist doesn’t mean giving up on your femininity or turning your back on glamour. Positive role models are the best way to give them direction and raise their ambitions”.

The L’Oréal Foundation is proud to have supported two Award Laureates in 2008 who went on to receive a Nobel Prize the following year: Israeli researcher Ada Yonath, a professor of structural biology at the Weizmann Institute of Science in Israel, recognized for her study of the protein synthesis system, and Australian Elizabeth Blackburn, a professor of biochemistry and biophysiology at the University of California, San Francisco, who received the award for her research on telomeres that are key for understanding ageing. And there is, of course, another winner – a woman with two Nobel Prizes to her name – who stands as the ultimate role model for women in science. *“The story of Marie Curie reminds us that we can never give up when faced with things we don’t understand”*, says Chinese chemist Yi Xie, a 2006 Fellowship winner and 2015 Award Laureate for her research in the field of clean energy. Marie Curie was a true pioneer, one who valued curiosity and the spirit of adventure in research, reminding us that *“science is a thing of great beauty”*.

The L’Oréal Foundation is working to keep her message alive year after year.



Beauty for feeling better and living better



Beauty for feeling better and living better

Beauty for a Better Life: the second pillar of the L'Oréal Foundation

There's a reason we talk about "feeling uncomfortable in our own skin" - to be happy on the inside, we need to feel good on the outside, too.

Every woman has felt it at one time or another: the confidence that comes from the right shade of lipstick, a new haircut or maybe a much-needed massage, moments of comfort and a renewed sense of femininity.

Women who've suffered accidents, illness, social or economic insecurity, isolation or the effects of ageing may be unable to remember a time when their bodies made them happy, or when their appearance could make them feel uplifted. They may forget that beauty care can help them reconnect with themselves, and with others - perhaps even give them the hope of a happier future.





Beauty for feeling better and living better

FEELING GOOD ABOUT OURSELVES, AND WITH OTHERS

The L'Oréal Foundation is more convinced than ever of the importance of the role played by beauty care in the process of healing and social reintegration. That's why we're committed to supporting women who've been through difficult experiences, helping them to regain their dignity, strength and self-confidence, with the aid of trained professionals in medical or social contexts.

OVERCOMING EXCLUSION

"Beauty isn't about image - it's about confidence. Getting a haircut or putting on makeup isn't about hiding something. It's about bringing out what's best in us" says Florence, who was out of work and has now found a job after two and a half years of living in uncertainty. *"Beauty comforts us - like a balm or a caress. We all need a little tenderness sometimes"*. It's an emotional subject for Veronique, a former prostitute, who tells us, *"you can rebuild your life"*, no matter how hard it seems or how long it takes. Both women are members of Joséphine Pour la Beauté des Femmes (For the Beauty of Women), an organization supported by the L'Oréal Foundation. The Foundation also supports Emmaüs Solidarité de la Rue à la Vie (Solidarity on the Streets), providing assistance for women in dangerous situations.

Founded in 2006 by Lucia Iraci, Joséphine aims to help impoverished women rediscover their self-esteem, providing comfort and support via a team of professionals who volunteer for the association. Joséphine guides women through the process of finding employment and, more generally those trying to fit back into society.

Over the past two years, 20% of the women who have been reached by the association have gone on to find jobs. The others say they've found the courage to *"hold their heads high"* once more.

HELPING TO COPE WITH ILLNESS

The L'Oréal Foundation is also active in promoting this kind of care in medical contexts, working closely with cancer treatment centres such as Gustave Roussy. The treatment of anorexia is another area of focus, via organizations including the Montsouris Institute, la Maison de Solenn and the University Hospital (CHU) in Poitiers.

At Gustave Roussy, the L'Oréal Foundation contributes to the Belle & Bien (Well and Beautiful) association, which helps women who've been victims of cancer learn to take care of themselves, promoting well-being and helping to rebuild confidence and self-worth.

These targeted care programs are also a chance for women to share and exchange ideas and advice about the best way to overcome physical difficulties resulting from cancer treatments, such as disfiguration of the nails, alopecia, rashes and dry skin. With treatments ranging from skincare to hand and face massages, as well as makeup tutorials and wig fittings, patients at the centres feel both the physical and psychological benefits of this tailored aesthetic approach to well-being.

"After my second bout of cancer I decided I didn't want to look like I'd aged 20 years, so I started gathering my cancer beauty tips", remembers a 46-year old patient - determined, like so many others, to preserve her femininity in spite of her illness. The presence of professionals also helps women make informed care choices, taking into account factors such as physical frailty, allergies and side effects.

Beauty for feeling better and living better

*“Beauty comforts us, like a balm or a caress.
We all need a little tenderness sometimes.”*

Florence, formerly unemployed

Beyond image and self-esteem, this attention also allows patients to strengthen their ties with the care team, and commit to the therapeutic project in its entirety: the person beyond the patient is taken into account, and the ties of trust are strengthened.

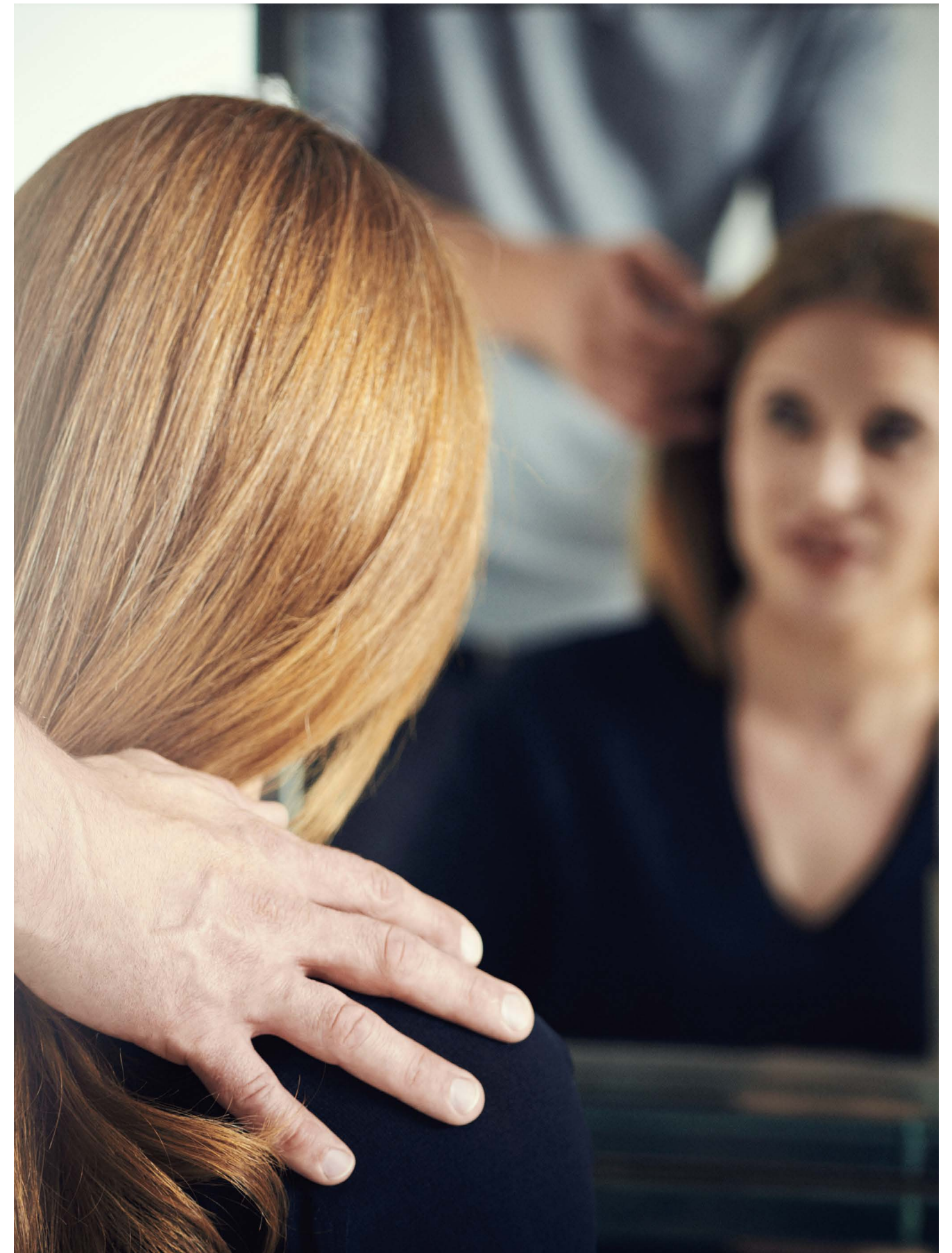
Anna, a beauty care expert at the Montsouris Institute, works with teenagers struggling with psychiatric issues including anorexia nervosa. Through workshops and individual counselling sessions, Anna and her colleagues employ cosmetics and essential oils to teach patients about how to get the most out of treatments and, eventually, to take care of themselves.

With a focus on touching, feeling, listening and watching, the treatments encourage a sensory approach to establishing relationships and trust with these young women, slowly leading them back to the sensations and emotions from which they've cut themselves off. *“Our well-being and relaxation sessions serve as a moment of respite for the patients; a time when they can forget about their illness and focus on other things”*. Marie, a patient who was unable to engage in any kind of physical contact, says she now feels calm and relaxed: *“my soul never felt at peace, but these care sessions have brought me serenity”*.

PUTTING SMILES BACK ON FACES

In certain extreme cases, such as war injuries, illness, malnutrition and inherited conditions, all or part of a person's face may need to be literally reconstructed.

Working through Opération Sourire (Operation Smile), the L'Oréal Foundation helps finance the Médecins du Monde organization, which operates reconstructive surgery projects in over 10 countries, and has two primary ambitions: first, giving victims of disfigurement back their faces, helping them to avoid the pain of social exclusion. Secondly, training local doctors in necessary surgical techniques so they may continue the work that needs to be done. Since the beginning of Opération Sourire, more than 1000 children a year have received operations that help them to lead a normal life.





Beauty for feeling better and living better

Beauty can provide a light at the end of the tunnel for women who have encountered difficult situations in their lives.

GETTING INTO THE JOB MARKET WITH EXPERT TRAINING

Because hope for a brighter future is what moves the world forward, *Beauty for a Better Life* also includes an international program aimed at providing education and training to those in difficult circumstances.

The L'Oréal Foundation provides free expert training to adults and young people aged fifteen and over, drawing on areas of expertise for which the L'Oréal group is famous, such as hair care and makeup. Working in these service careers helps not only to develop social and interpersonal skills, but also is a means of expressing an individual's creativity and artistic ambition.

In France, the L'Oréal Foundation works closely with the Apprentis d'Auteuil Foundation. Internationally, a group of 20 founding countries were selected as locations for the program's initial development, including China, Indonesia, Lebanon, Vietnam, Colombia and Argentina.

Among those who benefit from the program are women in vulnerable social or economic situations,

young people experiencing family problems or difficulties at school, and victims of conflict or other forms of violence.

"The training I received helped me move forward with my life and in my country - it was so generous", says Astrid, a young Colombian woman who had been caught up in an armed conflict.

The Goals? To help people in these situations rediscover their motivation and self-respect, and get back into society through gainful employment. Where once beauty was absent or obscured, the goal is to bring beauty back into women's lives.

"All women should have the chance to work!" agrees Shakti, who had lived in extreme poverty in a shanty town outside Mumbai. Her training encouraged her to take a hairdressing course, a job she had always dreamed of doing.

After 18 years as a housewife, she now loves going to work, enjoying the atmosphere in the salon and her friendships with her colleagues. Above all, the 400 rupees Shakti earns every month have made a huge difference to her family's financial resources.

Always Going Further.

In every country where the L'Oréal Foundation undertakes philanthropic initiatives and works towards the public good, the convictions and key values of the L'Oréal Group are never far behind. With them come more than a century's worth of experience in beauty care and research, the quest for excellence, and supporting and empowering women; the sense of a company built around citizens; bringing a reflection of France to the world at large.

Inspired by a company known for its creativity and innovation, the L'Oréal Foundation is characterized by its commitment to the audacity and fighting spirit of women throughout the world.

A commitment to pushing its challenges, actions and achievements to their furthest limits.

Follow all the latest news from the L'Oréal Foundation

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