

ACTIVITY REPORT 2012



FONDATION
L'ORÉAL

ACTIVITY REPORT
L'Oréal Corporate Foundation

2012



SCIENCE



BEAUTY

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THE L'OREAL FOUNDATION SETS ITS SIGHTS HIGH

The year 2012 marked a major turning point for the Foundation after it secured a new five-year mandate from L'Oréal, with one of the biggest endowments of any foundation in France. The group is thus more committed than ever to useful, effective philanthropy that serves those in need.

The L'Oréal Foundation has set its sights high by strengthening its commitment to social responsibility and forging closer ties with civil society, developing a reliable, practical and socially-responsible approach to corporate sponsorship through programmes that meet the needs of the world around us, and providing a source of inspiration and a means of action for the whole of the L'Oréal group. Science and beauty – the two pillars on which L'Oréal has built its success for over a century – provide the strategic focus for the Foundation's actions. These two key strengths form the basis of both our knowledge and our expertise. By building on them, the Foundation provides real added value. We believe that science is the only discipline capable of rising to the challenges of the future, while beauty plays an undeniably important social and psychological role in today's world. Both, on different levels, have the power to change lives.

Thanks to its unrivalled expertise, the Foundation is in a position to develop long-term programmes that make a real difference for society at large and to the people who live in it, not just today, but for the future. It funds programmes that meet real needs: helping women who are driving scientific advances, aiding vulnerable people to rebuild their lives, and putting marginalised populations back on the road to employment. These programmes mean the world to those who benefit from them.

The Foundation enjoys the support of the whole company. Each L'Oréal entity spares no effort to put our key initiatives – such as For Women in Science, Hairdressers against AIDS and Beauty for a Better Life – into practice on the ground. The Foundation has become a formidable source of pride and energy well beyond the borders of France. We are now entering a new era in which people expect something different from our company; playing our role as a responsible corporate citizen has become an absolute necessity. We need to form even closer ties with the people and communities we work with and share our success with them.

With a strong, imaginative and generous Foundation, we can make L'Oréal an exemplary corporate citizen that genuinely connects with the world around it.

JEAN-PAUL AGON

CHAIRMAN AND CHIEF EXECUTIVE OFFICER OF L'ORÉAL
CHAIRMAN OF THE L'ORÉAL FOUNDATION

A NEW BOARD OF DIRECTORS

SEVERAL CHANGES WERE MADE
TO THE FOUNDATION'S GOVERNANCE STRUCTURE
AND ITS BOARD OF DIRECTORS IN 2012.

Jean-Paul Agon was appointed Chairman of the L'Oréal Foundation and its Board of Directors on 24 April 2012. The same day, the mandate of the Board of Directors was renewed through 31 December 2016.

The Board of Directors is composed of 12 members, seven from L'Oréal and five Independent Directors experienced in the Foundation's areas of activity. It sets the broad outlines of the Foundation's future policy, assesses its activities, approves its budget and votes on its projects. It met three times in 2012: on 24 April, 29 May and 1 October.

To guarantee the sustainability and impact of its actions, the L'Oréal Foundation has renewed its commitment to helping others over the next five years and redoubled its efforts in the fields of science and beauty; two areas in which our company's expertise can contribute to the public good.

SARA RAVELLA

EXECUTIVE VICE-PRESIDENT COMMUNICATION, SUSTAINABILITY
AND PUBLIC AFFAIRS AT L'ORÉAL,
CHIEF EXECUTIVE OFFICER OF THE L'ORÉAL FOUNDATION

L'Oréal Directors



JEAN-PAUL AGON
CHAIRMAN AND CHIEF EXECUTIVE
OFFICER OF L'ORÉAL,
CHAIRMAN OF THE L'ORÉAL
FOUNDATION

LAURENT ATTAL
EXECUTIVE VICE-PRESIDENT
RESEARCH AND INNOVATION



HERVÉ NAVELLOU
PRESIDENT
CONSUMER PRODUCTS FRANCE



SARA RAVELLA
EXECUTIVE VICE-PRESIDENT
COMMUNICATION,
SUSTAINABILITY AND PUBLIC
AFFAIRS AT L'ORÉAL, CHIEF
EXECUTIVE OFFICER OF THE
L'ORÉAL FOUNDATION



**FRANÇOISE
SCHOËNBERGER**
EMPLOYEE RELATIONS DIRECTOR,
FRANCE

JÉRÔME TIXIER
EXECUTIVE VICE-PRESIDENT
HUMAN RESOURCES



AN VERHULST-SANTOS
PRESIDENT PROFESSIONAL
PRODUCTS DIVISION



Independent Directors



MAURICE CORCOS
HEAD OF THE ADOLESCENT
PSYCHIATRY DEPARTMENT, INSTITUT
MUTUALISTE MONTSOURIS

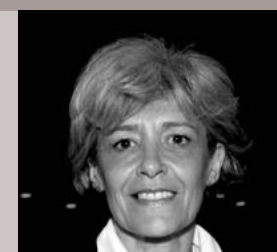
PASCALE COSSART
PROFESSOR, INSTITUT PASTEUR



BÉATRICE DAUTRESME
FORMER CHIEF EXECUTIVE OFFICER
OF THE L'ORÉAL FOUNDATION
(INDEPENDENT DIRECTOR)



MIREILLE FAUGÈRE
PRESIDENT AP-HP
(PUBLIC HOSPITALS OF PARIS)



CLAUDIE HAIGNERÉ
ASTRONAUT,
FORMER FRENCH MINISTER FOR
RESEARCH AND FORMER FRENCH
MINISTER FOR EUROPEAN AFFAIRS,
PRESIDENT OF UNIVERSCIENCE

THE FOUNDATION'S ORGANIZATIONAL STRUCTURE

The Foundation's goals are to continue supporting and encouraging women scientists and to launch new beauty initiatives to restore the self-confidence of vulnerable people and promote their inclusion in society.

ANNE COHADE

L'ORÉAL INTERNATIONAL PHILANTHROPY DIRECTOR,
DEPUTY CEO OF THE L'ORÉAL FOUNDATION

PERMANENT STAFF

A dedicated team comprising:

- Anne Cohade: Deputy CEO
- Amel Berkani: Director of Programmes – Beauty
- Margaret Johnston-Clarke: Director of Programmes – Science

The team designs and manages programmes, develops partnerships and prepares strategic recommendations for submission to the Board of Directors by the Foundation Committee. In this capacity, it examines project proposals, supervises and implements selected initiatives, and manages budgets.

APPROVAL PROCEDURE

STEP 1 PROPOSAL submitted by an association, social insertion business, local government authority, etc. The application form can be downloaded at www.fondationloreal.org.

STEP 2 THE FOUNDATION COMMITTEE'S permanent staff reviews and selects projects to submit to the Board of Directors.

STEP 3 IF THE BOARD OF DIRECTORS accepts the proposal, the person or organisation submitting the project signs a partnership agreement with the Foundation.

STEP 4 THE FOUNDATION TEAM MONITORS the partnership. Progress evaluations are presented to the Board of Directors on a regular basis.

THE FOUNDATION'S PARTNERS IN 2012

Long-term partnerships

Aéroports de Paris	GIP Samusocial de Paris
Association de Prévention du Site de la Villette	Groupe Hospitalier Cochin – Broca – Hôtel-Dieu
Association Joséphine pour la beauté des femmes	HumaniTerra
Association Les amis de la maison de Solenn	Institut Gustave Roussy
Belle et Bien (part of the Look Good Feel Better network)	Institut Mutualiste Montsouris
Bibliothèque Nationale de France	Institut Pasteur
Conférence des Doyens et Directeurs des UFR scientifiques (CDUS)	Les Restaurants du Cœur
Enfants du Noma	Médecins du Monde
Fondation d'Auteuil	Universcience (Cité des sciences et de l'industrie et Palais de la découverte)
Fondation Hôpitaux de Paris – Hôpitaux de France	UNESCO
Fondation Mimi	

Initiatives supported in 2012

Académie des Sciences	Groupe Hospitalier de la Pitié-Salpêtrière - Charles Foix
À chacun son Everest	Groupe Hospitalier Diaconesses Croix Saint-Simon
Admical	Fondation Culture & Paix
AFIP	Force Femmes
Agence du Don en Nature – Eurogiki	Institut de Duve
Association étincelle	Le pari des femmes
Bleustein Blanchet	Lycée Faidherbe
CEW	Magazine Rose
CODES	Tout le monde chante contre le cancer
EMMAÜS Solidarité	UN Women
Epoke Conseil	





SCIENCE

SUPPORTING WOMEN IN SCIENCE AND PROMOTING SCIENTIFIC CAREERS

For over a century, L'Oréal has based its expertise on science and its unrivalled research network. Science stands at the very heart of its activities. Its founder, the chemist Eugène Schueller, took as his founding principle that behind every success there is an excellent formula. This interest in science – our respect for it, our conviction that it alone has the solutions to the planet's problems, and our belief that it is a profoundly humanist field – inspired the L'Oréal Foundation to focus its corporate sponsorship on this area. Our star initiative, the L'Oréal-UNESCO For Women in Science programme has gone from strength to strength. By recognising women who have contributed to scientific progress on every continent, it promotes scientific advances worldwide. The Foundation is dedicated to conveying and promoting science to nurture the scientists of tomorrow.

ALLIES TO OUR CAUSE



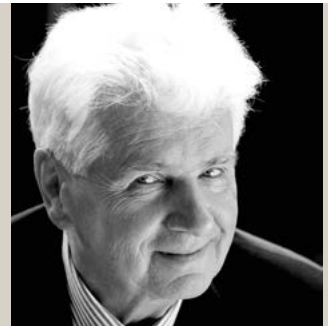
IRINA BOKOVA
DIRECTOR-GENERAL, UNESCO

By showcasing the work of women in science, our partnership also underlines the importance of scientific research as a driving force of progress. I firmly believe that we must use science to rise to the many urgent challenges ahead.

GÜNTER BLOBEL

WINNER OF THE NOBEL PRIZE IN MEDICINE 1999
AND CHAIRMAN OF THE JURY FOR THE L'ORÉAL-UNESCO AWARD 2012

Each of these women has approached familiar problems from a fresh angle. Their work has created a paradigm shift.



CLAUDIE HAIGNERÉ
PRESIDENT, UNIVERSCIENCE

I think that embarking on a scientific career – a career in science and investigation – is a road paved with happiness, every step of the way. Many women have had wonderful high-level careers, but their talent, skill and expertise are not given the recognition they deserve.

PASCALE COSSART
PROFESSOR, INSTITUT PASTEUR

Fellowships are a crucial part of the L'Oréal-UNESCO programme because they nurture the great women scientists of tomorrow. They are generally awarded at a key moment in a woman's career and give her the encouragement she needs to continue along a sometimes bumpy road. I was particularly pleased to see the number of French fellowships rise from 10 to 25 in 2012. It's a major commitment on the part of the Foundation.



For Women
in Science



FONDATION
L'ORÉAL

THE L'ORÉAL-UNESCO FOR WOMEN IN SCIENCE PROGRAMME

HELPING THE WOMEN
WHO ARE DRIVING SCIENTIFIC PROGRESS

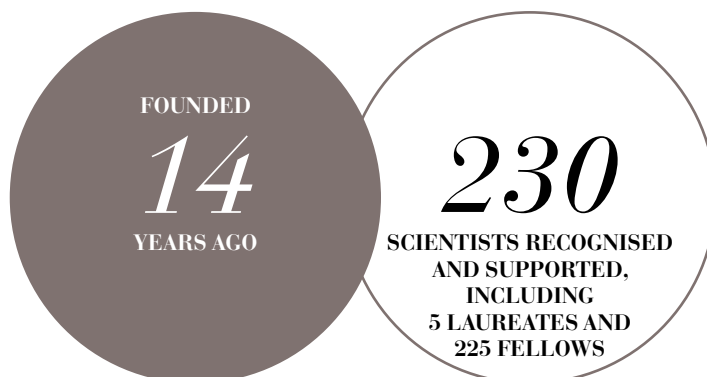
Created in 1998, the L'Oréal-UNESCO For Women in Science programme is based on the essential idea that humanity needs the support of a maximum number of brilliant creative minds – half of whom are women – to rise to the major challenges ahead.

Research has traditionally been a man's field. The few women who, in the past, were allowed to pursue advanced studies, were rarely directed towards the sciences. Despite a sharp reversal of this trend over the last few decades, the number of women with science

PhDs in strategic positions in laboratories, universities or research institutions remains far below the number of men.

The aim of the L'Oréal-UNESCO For Women in Science programme is to recognise and reward women scientists throughout the world. Every year, L'Oréal-UNESCO Awards are presented to eminent researchers whose remarkable work has led to scientific advances. The programme also identifies promising young women scientists for research fellowships.

Key figures 2012



2012 LAUREATES

REWARDING
SCIENTIFIC EXCELLENCE

There are still far too few women engaged in scientific research. Despite excellent results at university, very few go on to occupy strategic positions. An essential component of the For Women in Science programme, the L'Oréal-UNESCO Awards honour and reward high-level scientific research done by women around the world. They raise the profile of researchers who are making some of the great discoveries of our time, and turn them into role models for the younger generation.

In 2012, L'Oréal-UNESCO Awards For Women In Science were presented to five eminent life science researchers on five continents. They were selected by an international jury from among candidates hailing from the four corners of the globe.



PROFESSOR JILL FARRANT (SOUTH AFRICA)
LAUREATE FOR AFRICA AND THE ARAB STATES

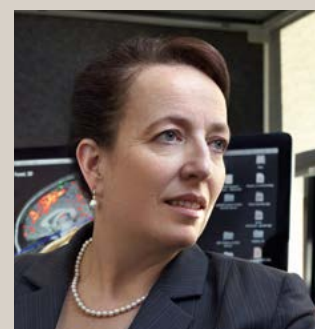
A step forward in the fight against hunger

Professor of Molecular and Cell Biology at the University of Cape Town, Jill Farrant is the world's leading expert on resurrection plants, which come back to life from a desiccated, seemingly dead state when they are rehydrated. Her ultimate goal is to develop resistant crops to nourish populations in arid, drought-prone climates, notably in Africa. Her research may also have medicinal applications.

PROFESSOR INGRID SCHEFFER (AUSTRALIA)
LAUREATE FOR ASIA-PACIFIC

Transforming the treatment of epilepsy

Ingrid Scheffer, Chair of Paediatric Neurology Research at the University of Melbourne, has pioneered research into the genetics behind epilepsy. She was the first to uncover a gene for epilepsy and has opened the way for improvements in the diagnosis of this illness and the development of new therapies. Professor Scheffer's goal is to "make a major difference in the lives of patients and families through science".



PROFESSOR BONNIE BASSLER (UNITED STATES)
LAUREATE FOR NORTH AMERICA

A new generation of antibiotics

Squibb Professor in Molecular Biology at Princeton University, Bonnie Bassler discovered that bacteria communicate with each other. These individual cells interact using a common language. This discovery may lead to the development of new antibiotics to fight against infections.

PROFESSOR FRANCES ASHCROFT (UNITED KINGDOM)
LAUREATE FOR EUROPE

A major advance in the treatment of diabetes

Frances Ashcroft, Research Professor at Trinity College, Oxford University, discovered a protein that, for the first time, explains the link between blood-glucose levels and insulin secretion. As a result, people with a rare inherited form of diabetes can now relieve their symptoms simply by taking a pill, rather than by injecting insulin daily.



PROFESSOR SUSANA LÓPEZ (MEXICO)
LAUREATE FOR LATIN AMERICA

Enhancing our understanding of rotaviruses

Susana López, Professor at the National Autonomous University of Mexico (UNAM), has been spearheading the scientific assault on rotaviruses, which are responsible for the death of some 600,000 children a year in developing countries and make two million more seriously ill. The aim of her team is to understand how rotaviruses infect cells. Along the way, they have developed new diagnostic tests and treatment tools.

2012 LIFE SCIENCES JURY

The five L'Oréal-UNESCO Awards for life sciences were bestowed by an international jury made up of eminent members of the scientific community and presided over by Günter Blobel, Nobel Prize in Medicine 1999.



CHAIRMAN OF THE JURY
PR. GÜNTER BLOBEL (1)
 Nobel Prize in Medicine 1999

FOUNDING CHAIRMAN OF THE AWARDS
PR. CHRISTIAN DE DUVE (2)
 Nobel Prize in Medicine 1974

LIHADH AL-GAZALI (Laureate 2008) (7)
 United Arab Emirates University,
 Al Ain, UAE

NANCY IP (Laureate 2004) (6)
 Hong Kong University of Science
 and Technology, China

PASCALE COSSART (Laureate 1998) (15)
 Institut Pasteur, Paris, France

KIYOSHI KUROKAWA (11)
 University of Tokyo, Japan

ANA BELÉN ELGOYHEN (Laureate 2008) (5)
 University of Buenos Aires, Argentina

JACQUES LECLAIRE (for L'Oréal) (3)
 International Scientific Director, Research
 and Innovation, L'Oréal, Paris, France

ELAINE FUCHS (Laureate 2010) (8)
 The Rockefeller University,
 New York, New York, USA

NAGWA MEGUID (Laureate 2002) (9)
 National Research Center, Cairo, Egypt



Members of the L'Oréal-UNESCO Awards Jury in Life Sciences during the 2012 Awards deliberation in Paris

MACIEJ J. NALECZ (for UNESCO) (17)
 Director and Executive Secretary
 of the International Basic Sciences
 Program, Paris, France

INDIRA NATH (Laureate 2002) (4)
 Institute of Pathology, ICMR,
 New Delhi, India

ONESMO K. OLE-MOIYOI (16)
 International Centre for Insect Physiology
 and Ecology (ICIPE), Nairobi, Kenya

MARY OSBORN (Laureate 2002) (12)
 Max Planck Institute of Biophysical
 Chemistry, Göttingen, Germany

ARMANDO PARODI (13)
 Leloir Institute Foundation,
 Buenos Aires, Argentina

JEFFREY RAVETCH (14)
 The Rockefeller University,
 New York, New York, USA

MARC VAN MONTAGU (10)
 Ghent University, Belgium

MAYANA ZATZ (Laureate 2001) (18)
 University of São Paulo, Brazil

SPECIAL FELLOWSHIP: “...IN THE FOOTSTEPS OF MARIE CURIE”

ENCOURAGING THE CAREERS
OF WOMEN IN SCIENCE



This new fellowship, “...in the footsteps of Marie Curie”, was created in 2011 to support scientists midway through their careers. Ten years after receiving her first UNESCO-L’Oréal fellowship, Mounira Hmani-Haifa, Professor of Human Molecular Genetics at Sfax in Tunisia, was awarded the Special Fellowship in 2012 to help her branch out into a new area of research.

“This fellowship will allow me to explore a new line of research – the possible link between posterior microphthalmia and glaucoma. Once we’ve understood how the gene works, we can develop new treatments.”

FRENCH FELLOWSHIPS

STRENGTHENING OUR COMMITMENT



For Women in Science fellowships awarded to 25 young French researchers.

This sixth annual event marks a turning point in the history of the French fellowships. Keen to build on the success of this scheme, and to underline the contributions women have made to science, the Foundation awarded 25 fellowships in 2012 – up from 10 in previous years – and tripled its funding. This increase reflects the exceptional quality of the research projects submitted. The French programme now rewards more young women researchers each year than any other country in the world.

The candidates were selected from a wide range of fields, including epidemiology, biology, microbiology, bioinformatics, cancer research, virology, neuroscience, medical imaging, biochemistry, trauma medicine, chemistry, physics, astrophysics, engineering, mathematics, paleo-biodiversity or ecology.

75 young scientists have been awarded fellowships since the launch of the French Fellowships.

French Fellowships Jury

CHAIRMAN OF THE JURY
PROFESSOR PHILIPPE TAQUET
Vice-Chairman of the Académie des Sciences

JEAN AUDOUZE
Chairman of the French Commission
for UNESCO

ROBERT BARBAULT
Professor at the Muséum National
d'Histoire Naturelle

ÉTIENNE-ÉMILE BAULIEU
Member of the Académie des Sciences

FRANÇOISE COMBES
Member of the Académie des Sciences

ANNE FAGOT-LARGEAULT
Member of the Académie des Sciences

PASCALE COSSART
Member of the Académie des Sciences

DOMINIQUE MEYER
Member of the Académie des Sciences

ANDRÉE MARQUET
Member of the Académie des Sciences

INTERNATIONAL FELLOWSHIPS

SUPPORTING RESEARCH ACROSS THE WORLD

15 international fellowships, three for each region of the world, were awarded to young life science researchers pursuing PhDs or post-doctoral studies. Their research projects have been accepted by renowned research laboratories outside their country of origin. Each of them may potentially impact human life or the environment. In 2012, two of the new fellows were from countries represented for the first time: Bolivia and Namibia.



**GIOMAR HELENA
BORRERO-PÉREZ**
COLOMBIA
Marine Biology
Naos Marine Laboratory, Smithsonian Tropical Research Institute, Balboa, Panama



**KATHRIN BARBOZA
MARQUEZ**
BOLIVIA
Behavioural Ecology
National Museum of Natural Sciences, Madrid, Spain



DORA MEDINA
MEXICO
Bioengineering
Massachusetts Institute of Technology (MIT), Cambridge, USA



EMNA HARIGUA
TUNISIA
Molecular Biology and Bioinformatics
Structural Bioinformatics Unit, Pasteur Institute, Paris, France



GLADYS KAHAKA
NAMIBIA
Biotechnology/Biochemistry
Department of Plant Sciences, University of Nottingham, United Kingdom



ELZA VAN DEEL
THE NETHERLANDS
 Clinical and Molecular Genetics
 National Heart and Lung Institute, Imperial College, London, United Kingdom



VITA MAJCE
SLOVENIA
 Microbiology and Molecular Chemistry
 School of Life Sciences, University of Warwick, United Kingdom



AZIZA HASSAN KAMEL
EGYPT
 Virology
 Centre for Predictive Medicine for Biodefense & Emerging Infectious Diseases, University of Louisville, Kentucky, USA



NAAMA GEVA-ZATORSKY
ISRAEL
 Molecular and Systems Biology
 Harvard Medical School, Department of Microbiology and Molecular Genetics, Boston, USA



DANA BAZZOUN
LEBANON
 Cell and Molecular Biology
 Department of Basic Medical Sciences, Purdue University, Indiana, USA



SIDROTUN NAIM
INDONESIA
 Molecular Virology
 Department of Microbiology & Molecular Genetics, Harvard Medical School, Boston, USA



PEGGOTY MUTAI
KENYA
 Medicinal Chemistry
 Institute of Parasitology, McGill University, Montreal, Canada



JOHANNIE SPAAN
SOUTH AFRICA
 Wildlife Biology
 College of Veterinary Medicine, Oregon State University, and University of Georgia, USA



PATRICIA NG
SINGAPORE
 Protein Engineering
 Donnelly Centre for Cellular and Biomolecular Research, University of Toronto, Canada



ZOË HILTON
NEW ZEALAND
 Marine Biology
 Catalan Institute for Food and Agricultural Research and Technology (IRTA), San Carlos de la Ràpita, Spain

SUB-SAHARAN AFRICA FELLOWSHIPS

Regional fellowships are awarded in partnership with the L'Oréal group's subsidiaries and UNESCO's national commissions in two world regions: Sub-Saharan Africa and the Arab States. They help further the scientific careers of young women in both regions.



The awards ceremony for the 10 Sub-Saharan For Women in Science 2012 Fellowships in South Africa.

BRIT DROGEMOLLER

Genetics
South Africa – University of Stellenbosch

GERDA FOURIE

Microbiology
South Africa – University of Pretoria

MOPO RADEBE

Health Sciences
South Africa – University of KwaZulu-Natal

FATEMA ESMAIL

Dermatology
South Africa – University of Cape Town

VIVIAN BOAMAH

Pharmacy
Ghana - Science University of Kwame
Nkrumah

TSIGE KETEMA

Environmental Health
Ethiopia – University of Jimma

MERCY OJOYI

Geography
South Africa – University of KwaZulu-Natal

MARISA KLOPPER

Biology
South Africa – University of Stellenbosch

OLUWASOLA FASAN

Information science
South Africa – University of Pretoria

GCINEKA MBAMBISA

Chemistry
South Africa – University of the Western
Cape

ARAB STATES FELLOWSHIPS



8 Pan Arab Regional For Women in Science 2012 Fellowships were awarded in Cairo, Egypt.

HEBA SALAMA

Agriculture
Egypt – University of Alexandria

ALIA SHATANAWI

Cardiovascular Pharmacology
Jordan – University of Jordan

HIBA AL HELOU

Dental Medicine
Syria – University of Damas

RASHA OSMAN

Information Science
United Kingdom – Imperial College London

REYAM NAJI AL MALEKY

Microbiology
Iraq – Al-Mustansiryha University

SUMAYA ABBAS

Environmental Management
Bahrain – Arabian Gulf University

NOURA BOUGACHA

Bioengineering
Tunisia – Faculty of Sciences of Sfax

LINA AL KANJ

Electrical and Computer Engineering
Lebanon – American University of Beirut

AN EXHIBITION SUPPORTED BY AÉROPORTS DE PARIS

PUTTING THE SPOTLIGHT ON EXCEPTIONAL WOMEN

Aéroports de Paris has supported the L'Oréal-UNESCO For Women in Science programme for several years with a photographic exhibit inside Paris's airports. Between 15 March and 15 May 2012, passengers travelling through Paris-Charles de Gaulle and Orly airports discovered the faces of the five L'Oréal-UNESCO For Women in Science laureates. By placing these women scientists centre stage, the campaign alerted the public to an important issue, raised the profile of five exceptional women, increased the standing of their scientific careers, and – we hope – inspired others to follow in their footsteps.



AFTER-SCHOOL TUTORING

The L'Oréal Foundation's actions promote access to scientific culture and nurture interest in science with a view to encouraging young people to embark on a career in science.

NURTURING INTEREST IN SCIENCE



The Foundation has teamed up with the Association de Prévention du Site de la Villette as part of a school support project run by the Cité des sciences et de l'industrie. Targeted at secondary school students from disadvantaged areas, this programme helps young people improve their performance in science subjects, which are often problematic for them. The tutoring programme overseen by students from elite universities and engineering colleges has enabled 5,816 pupils to benefit from extra help since 2007.

FUTURE INVENTORS

The Foundation has also teamed up with the national Faites de la science competition in France, which aims to interest young people in scientific experimentation. By pitting their wits against practical problems, these inventive and enthusiastic secondary school children have disproved the idea that young people are no longer interested in science.





BEAUTY

REBUILDING SELF-CONFIDENCE AND RESTORING SOCIAL TIES

When you help restore someone's physical appearance, you help them feel more included; they regain their dignity and self-esteem, and accept the way others see them, allowing them to assert themselves as individuals and play a role in society. Building on its in-depth knowledge of the beauty profession, L'Oréal has always been committed to achieving just this. We firmly believe that beauty should be accessible to everyone and that it plays a key role in moving our society forward, which is why the Foundation's initiatives aim to have a very practical impact on people's lives. They draw on L'Oréal's expertise to offer programmes that help people see themselves in a more positive light and rebuild social ties.

ALLIES TO OUR CAUSE



FRANÇOIS CONTENT

EXECUTIVE DIRECTOR OF APPRENTIS D'AUTEUIL

The training programme developed in partnership with the L'Oréal Foundation meets a pressing need among our beneficiaries. Given the current economic environment, this scheme provides people struggling to find their place in society with solutions that really work.

MAURICE CORCOS

HEAD OF THE ADOLESCENT PSYCHIATRY DEPARTMENT, INSTITUT MUTUALISTE MONTSOURIS

A person's relationship with their body at this decisive age – adolescence – is essential to the development of their identity. By caring for the body, which the patient tends to abuse or deny, socio-aesthetic therapy promotes a positive self-image and makes it easier to accept oneself.



MYRIAM ULLENS

CHAIR AND FOUNDER OF THE FONDATION MIMI

It's important to fight cancer on all fronts – not just medically. I want to give everyone forced to confront this disease the possibility of being supported, assisted and comforted, making it "easier" to live with cancer and to defy it with greater peace of mind.

MARIO DI PALMA

MEDICAL ONCOLOGIST, INSTITUT GUSTAVE ROUSSY

Constant progress in therapeutic treatments has helped steadily increase the life expectancy of cancer patients and the number of patients cured. Unfortunately, these treatments often have side effects. Socio-aesthetics provides patients with a range of possibilities to help them take back control of their bodies and once again take pleasure in their appearance.



REACHING OUT THROUGH BEAUTY

BEAUTY HAS THE POWER
TO CHANGE LIVES

The L'Oréal Foundation's Beauty programmes cover a range of activities:

- Training future beauty professionals through the Beauty for a Better Life international programme.
- Transforming lives through reconstructive surgery with Opération Sourire, founded by Doctors of the world.
- Helping people take care of themselves and their physical appearance to regain control of their lives through socio-aesthetic therapy for cancer patients, teenagers with psychiatric disorders and people living in precarious circumstances.
- Mobilising and involving hairdressers in the fight against AIDS with the Hairdressers Against AIDS programme, and in the campaign against the feminization of poverty with Joséphine, an organisation that promotes access to beauty for all women.
- Encouraging research and sharing knowledge about beauty by awarding The Art of Being and Appearing fellowships, and raising awareness of the social challenges posed by our physical appearance.



BEAUTY FOR A BETTER LIFE INTERNATIONAL PROGRAMME

TRAINING THE BEAUTY PROFESSIONALS
OF THE FUTURE

The new Beauty for a Better Life international education programme uses beauty as a stepping stone to employment and inclusion. The scheme targets people facing hard times, women who have been victims of violence, young people who have left the education system, and the unemployed.

Thanks to training in the beauty and cosmetics fields, they learn how to take care of themselves and regain their self-esteem. The L'Oréal Foundation broadens their horizons and offers them a new outlook on life through creative occupations that strengthen their independence and provide them with numerous employment opportunities.

The programme is already up and running in a dozen countries and has produced some promising first results. In Vietnam, for example, 300 women were trained over three years, helping them become financially independent, with incomes three to eight times higher than before. In Brazil, out of 130 young people from underprivileged neighbourhoods who received training in São Paulo and Rio de Janeiro, 70% went on to find work.

Key Figures 2012



FRENCH LAUNCH OF BEAUTY FOR A BETTER LIFE WITH APPRENTIS D'AUTEUIL



18 November: 14 students from the class of 2012 receive the cases they will use in their future careers as beauty professionals.

Young people who leave school early, grow up in difficult socio-economic conditions or experience complicated family situations often find themselves marginalised, with no idea of what career path they would like to follow. During generalised economic crises, these young people are the first to experience hardship.

The L'Oréal Foundation decided to join forces with Apprentis d'Auteuil to offer these young men and women the chance to train as hairdressers.

On 10 September 2012, the first class of 14 young people began an intensive two-year vocational training programme at Thiais technical secondary school. This scheme is unique because it trains students in a scholastic environment, with on-site practical exercises organised in a specially-equipped space. Less common than apprenticeships, this format is better suited to young people in need of structure and strict supervision. Another major difference is the involvement of L'Oréal's hairdressing experts, who help develop the curriculum, equip the applied-training space and teach courses.

The Foundation helped me find my way



Ever since I arrived in France at the age of 10, I've dreamed of becoming a hairdresser. But despite all of my efforts, without money or contacts, I found it impossible to get training or an apprenticeship. When my dad saw a poster about a vocational training course in hairdressing at Thiais technical secondary school, he told me about it straightaway. Since then, I feel I've finally found my vocation. Once I've got the certificate, I'd like to be a hairdresser on cruise ships.

EDMOND

PUPIL, HAIRDRESSING VOCATIONAL
TRAINING COURSE AT THIAIS SECONDARY SCHOOL

OPÉRATION SOURIRE WITH MÉDECINS DU MONDE

TRANSFORMING LIVES THROUGH
RECONSTRUCTIVE SURGERY



People disfigured by war, poverty or disease risk being permanently excluded from society and often endure enormous suffering. Activities like going to school, founding a family, working and making friends become much more difficult. When someone regains their appearance and looks more like other people again, it restores their dignity, rebuilds their self-confidence and allows them to play a full role in society. The L'Oréal Foundation has teamed up with Doctors of the world, HumaniTerra, Enfants du Noma and their teams of volunteer surgeons – who work mainly in Africa and Asia – to give those unable to access reconstructive surgery the chance to regain their former appearance.

OPÉRATION SOURIRE IN 2012

In 2012, the Foundation continued to support Opération Sourire, founded 20 years ago by Doctors of the world. This year, teams from France, Germany and Japan carried out 26 missions in nine countries: Bangladesh, Burundi, Cambodia, Guinea-Bissau, Madagascar, Mongolia, Myanmar, Sierra Leone and Chad.



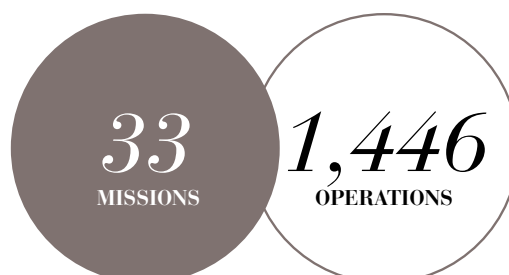
SURGEONS TELL THEIR STORIES

Madagascar Mission 2012

Opération Sourire is continuing its work in Madagascar, where it mainly operates on people with cleft lips or burn scars.

“Given advance warning of the surgeons’ arrival by Doctors of the world, a huge number of patients had been waiting for us since dawn. One child after another came into the surgery and the routine was always the same: observation, photo and examination. At the end of the day, the team had seen 92 patients. The surgeons spent the whole of the following week in the operating theatre, performing one operation after another, treating as many cases as possible. It was tiring but rewarding work. Before we left, we paid a last visit to the people who had been operated on to monitor their recovery. Post-operative follow-up will be performed by the Malagasy team. Families came to see us and thanked us, and we felt we’d done something useful.”

Key Figures 2012



HELPING PEOPLE TAKE CARE OF THEMSELVES TO GET THEIR LIVES BACK ON TRACK

SELF-CARE AND SOCIO-AESTHETIC THERAPY

Taking care of yourself is the first step towards feeling good, more confident and better connected to the world. As well as donating products, the L'Oréal Foundation runs a socio-aesthetic therapy programme for cancer patients, troubled teenagers and people experiencing physical or emotional hardship.

Beauty and cosmetic therapy in hospitals

Cancer treatments have severe side effects. Dry skin, and hair and eyebrow loss can alter a patient's self-esteem and make their treatment less bearable. Socio-aesthetic therapy is regarded as a valuable aid to treatment by both patients and the medical profession. That's why the L'Oréal Foundation has teamed up with Look Good, Feel Better, an organisation that runs beauty and cosmetics workshops in hospitals for cancer patients. The Foundation has also joined forces with France's leading cancer treatment centres, the Institut Gustave Roussy and the Hôpital des Diaconesses, where it funds the work of qualified socio-aesthetic therapists with diplomas from CODES, the first school to offer a recognised qualification in the field.

In 2012, 3,255 cancer patients benefited from socio-aesthetic therapy with the support of the L'Oréal Foundation.



“Make-up helps us feel like women, rather than patients. It reminds us we have the right to feel desirable and desired.”



“Socio-aesthetic therapy helps me carry on with my chemotherapy. It's essential.”

NEW PARTNERSHIP WITH THE MIMI FOUNDATION

In 2012, the L'Oréal Foundation expanded its socio-aesthetic activities for cancer patients by supporting the growth in France of the Mimi Foundation, in particular at Saint-Joseph Hospital in Marseille.

The Mimi Foundation has set up several “better well-being” centres in hospital oncology departments since 2004 and provides free socio-aesthetic support and psychological follow-up services.



*Treating mental
illness in teenagers*



A teenager with a negative body image can sometimes develop or display serious mental illness, such as an eating disorder. To help turn their lives around, in addition to medical treatment, these teenagers are given individual attention and places on workshops run by socio-aesthetic therapists. The therapists develop the teenagers' body awareness and improve their body image, helping to boost their self-esteem, treatment and the healing process.

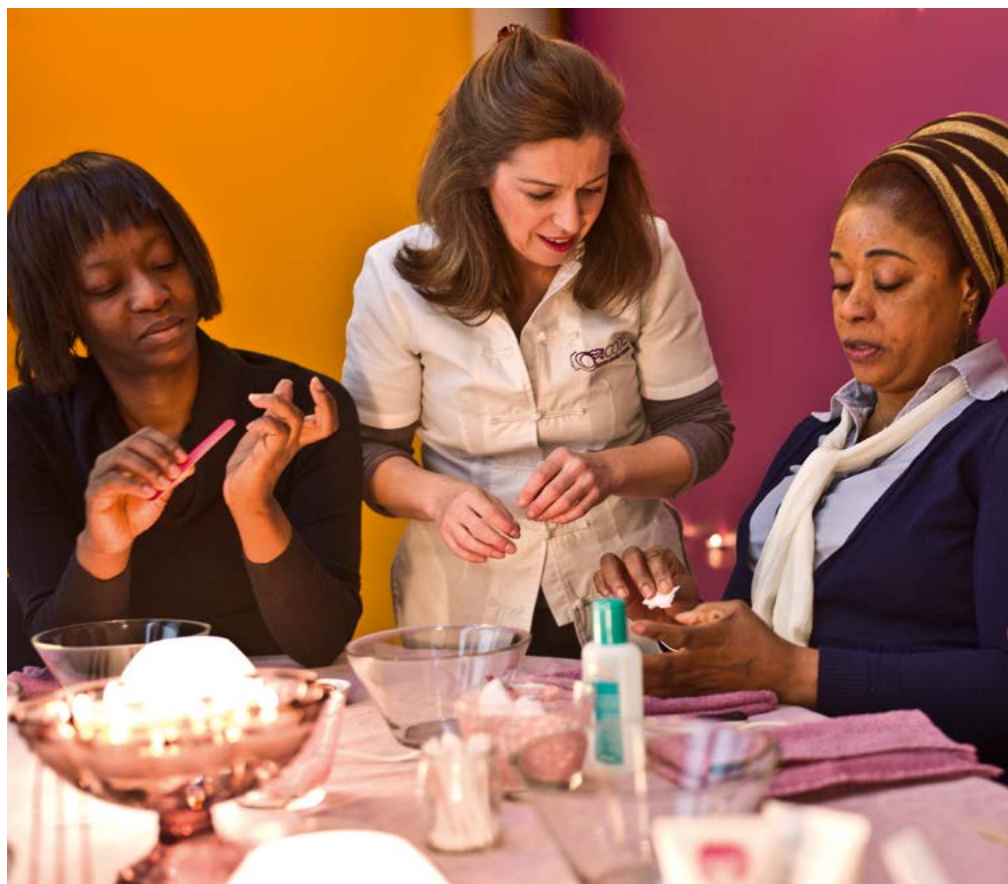
To support this work, the L'Oréal Foundation has joined forces with France's leading adolescent psychiatry departments at the Institut Mutualiste Montsouris, Pitié Salpêtrière and Maison de Solenn.

In 2012, more than 300 young people benefited from these services.

***RESEARCH FUNDING FOR THE PSYCHIATRY DEPARTMENT
AT THE INSTITUT MUTUALISTE MONTSOURIS***

The L'Oréal Foundation launched a qualitative study into the impact of socio-aesthetic therapy sessions on anorexic patients at the Institut Mutualiste Montsouris by observing the results of art therapy workshops. The study aims to establish a link between socio-aesthetic therapy and art therapy workshops with a view to using artworks produced by patients as a tool for analysing the impact of socio-aesthetic therapy. The results will be made available in 2014.

*Personal hygiene and self-care courses
for marginalised people*



Good hygiene lowers the risk of infection – a problem that is particularly common among people experiencing hardship. This is why the Foundation provides care products and beauty treatments to beneficiaries of Samusocial de Paris, an organisation that supplies care and ambulatory medical aid to homeless people, and Emmaüs, which offers them a home and work. The Foundation also assists organisations like the Agence du Don en Nature, whose Single Mothers unit distributes hygiene products and provides socio-aesthetic therapy sessions to support mothers living in difficult conditions. In 2012, the Foundation continued to fund Restos du Cœur, a charity that distributes hygiene packs and hot meals to the needy, by donating more than 200,000 products, including toothpaste, shower gel, shampoo and shaving foam, distributed free of charge during the organisation's winter campaign. Mixa once again donated more than 90,000 products to Restos bébés du Cœur this year to help mothers experiencing hardship care for their children.

Key Figures 2012



COMMITTED HAIRDRESSERS

The L'Oréal Foundation leverages its vast network of partner hairdressers by empowering them to support major campaigns, such as HIV/AIDS prevention.

HAIRDRESSERS AGAINST AIDS INTERNATIONAL PROGRAMME

Hairdressers have a vital role to play. Their ability to communicate and build relationships of trust with customers from all walks of life make them a vital link in the HIV/AIDS prevention chain. Because talking and learning about HIV/AIDS is the first line of defence against the virus.

Four new regions – Sweden, Norway, the Baltic States and the Philippines – recently joined the ever-expanding Hairdressers Against AIDS prevention education programme, run in partnership with UNESCO for the last 11 years. The programme is currently giving priority to expanding its work in Africa and Eastern Europe. As it does every year, the entire network took part in the scheme and received prevention communication training to help combat a disease that is still making the headlines today.



Key figures 2012



1^{er} Décembre 2012
**Journée Mondiale
 contre le Sida**

COIFFEURS
 CONTRE LE SIDA

L'OREAL
 FONDATION



La chanteuse Jenifer et son coiffeur Thierry Deschemin, soutiennent la cause **Coiffeurs contre le Sida**.

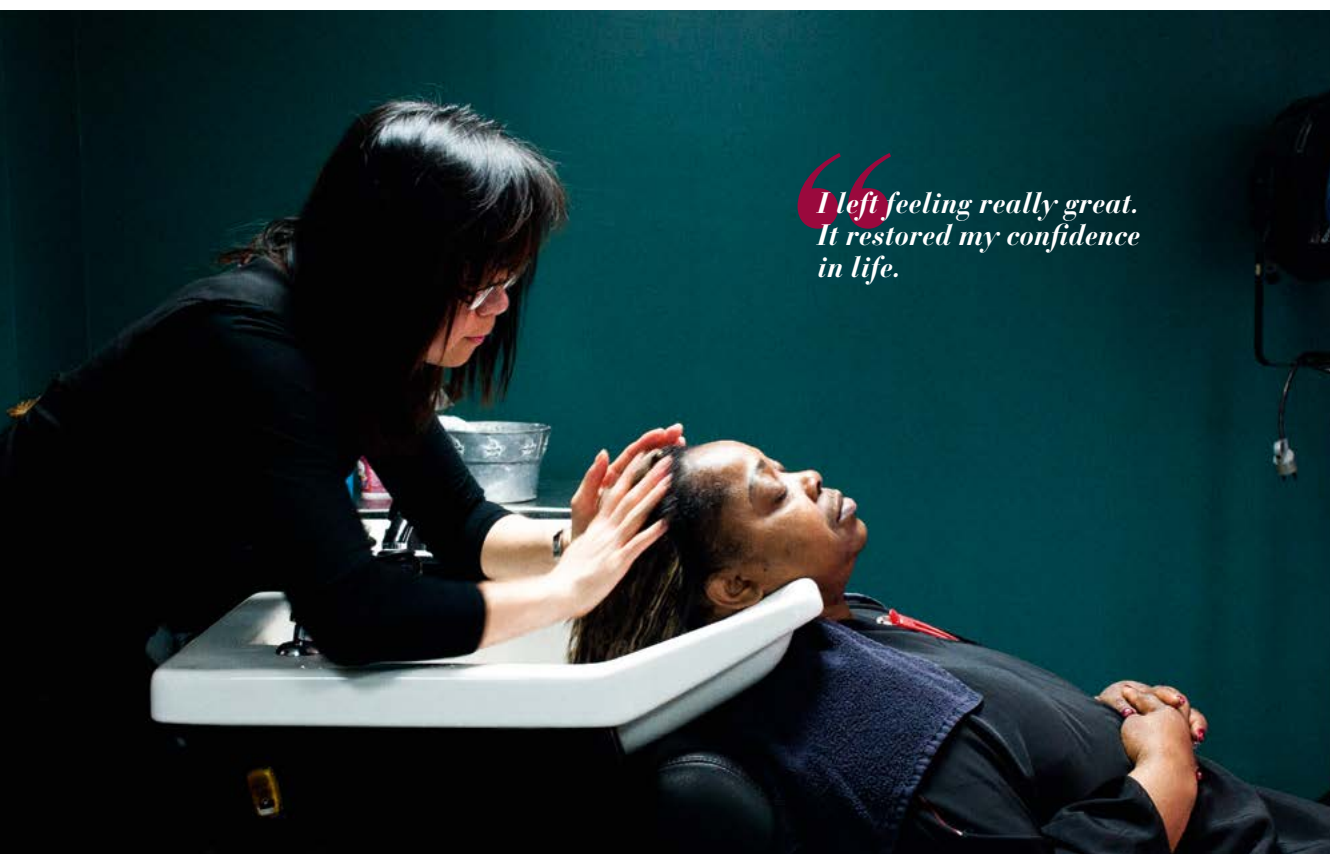
Leur conviction :
 Nous avons tous à jouer un rôle dans le combat contre le sida. Utilisons le pouvoir des mots.

“ Pour lutter contre le sida, vous aussi parlez-en à votre coiffeur. ”

In France, Hairdressers Against AIDS recruited two new spokespersons this year: the singer Jenifer and her hairdresser Thierry Deschemin. More than 5,000 hairdressing schools and salons across France took part in World AIDS Day on 1 December 2012, when some 15,000 hairdressers shared the HIV prevention message with their customers.



JOSÉPHINE: BEAUTY FOR ALL WOMEN



*“I left feeling really great.
It restored my confidence
in life.”*

Making beauty accessible to all women – now with two salons

The L'Oréal Foundation once again provided valuable support to a beauty salon for women from underprivileged backgrounds. Run by Joséphine, an organisation dedicated to making beauty accessible to all women, this first salon of its kind in France provides women facing emotional or economic difficulties with hair and beauty

services for a token payment of one to three euros. In 2012, more than 1,500 women visited the salon, which was founded in Paris by Lucia Iraci, a renowned hairstylist to the stars. Building on the first salon's success, she opened a second location, in Tours, in September 2012, to which the L'Oréal Foundation has also lent its support.

*Interview with Lucia Iraci,
Founder of Salon Joséphine*



“I wanted to create a salon where beauty was accessible to all women and where anyone facing physical, emotional or psychological hardship could rebuild their self-confidence.”

WHAT'S DIFFERENT ABOUT THIS SALON?

We're the first beauty salon in France dedicated to women experiencing hardship. Organisations working with these women tend to underestimate how much a person's appearance can affect their well-being and self-esteem. In fact, it's vital. This isn't about handouts. These women are customers. We ask them to pay a token price of three euros. They feel respected that way.

ONE YEAR ON, HAS IT BEEN A SUCCESS?

2,670 women have benefited from our services so far! And our appointment book is constantly full! What's really encouraging is the fact that several women have found jobs after coming here. Others have plucked up the courage to go for interviews or left an abusive partner. I want the salon to do the same for lots of other women!



SHARING KNOWLEDGE ABOUT BEAUTY

The L'Oréal Foundation continued to support the success of its programme, The Meaning of Beauty, established in 2006, to create and share knowledge on the meaning and role of physical appearance in different societies and civilizations.

FELLOWSHIPS IN THE ART OF BEING AND APPEARING

For the past five years, the L'Oréal Foundation has supported efforts to create and share knowledge on the role of physical appearance through its Art of Being and Appearing fellowships, run in partnership with the Bibliothèque nationale de France (BnF). This year's fellowship was awarded to Elena Lazzarini, an Italian researcher and professor at the University of Pisa, for her work on the body during the Renaissance and "books of secrets". The award is also designed to draw attention to the BnF's collections.

{ BnF | Bibliothèque
nationale de France



UNIVERSITY COURSE ON THE SOCIAL CHALLENGES OF APPEARANCE

For the last three years, the Foundation has run a course called "The importance of beauty and body modifications" for Master's students. The talks are given by the authors of *100,000 Years of Beauty*.



100,000 Years of Beauty is a humanities research publication on beauty from prehistory to the present day, published by Gallimard with support from the L'Oréal Foundation.



"The face in all its states", an exhibition inspired by the book *100,000 Years of Beauty*, was organised by the Université Paris Descartes with the support of the L'Oréal Foundation in 2010.

KEY FIGURES

2012 ACTIVITY REPORT

Since it was founded on 9 October 2007, and over five years – 2008, 2009, 2010, 2011 and 2012 – the Foundation has received a total of 4,797 project proposals, including 935 in 2012. This year, three new projects were presented to the Board of Directors.

The status of the L'Oréal Corporate Foundation was renewed by prefectural decree on 23 May 2012 and published in the Journal Officiel on 14 July 2012.

In 2012 the Foundation disposed of a total budget of €8,810,135, including €3,210,135 from the multi-year programme expiring in August 2012 and €5,600,000 from the first payment under the new multi-year programme implemented at the time of the renewal of the Foundation's status in July 2012.

Out of a total budget of €8,810,135, the Foundation spent €7,114,986. The 2012 dedicated funds were endowed with €1,695,149.



The multi-year action programme has been granted the sum of €40,000,000 (forty million euros), with payments to be effected as follows.

€5.6 million

(five million six hundred thousand euros) from the publication in the Journal Officiel of the renewal of the Corporate Foundation's status, and by 31 December 2012 at the latest,

€8.6 million

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

€8.6 million

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

€8.6 million

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

€8.6 million

(eight million six hundred thousand euros) by 31 December 2016.

Outlook for the 2013 financial year

The second instalment of the multi-year programme (€8,600,000) will be paid to fund the Corporate Foundation's initiatives.

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