

L'ORÉAL

L'Oréal Russia Opens a Training Academy for Beauty Professionals

L'Oréal Russia announced today the opening of the L'Oréal Academy, which will also host an Evaluation Centre, located in the centre of Moscow. In order to satisfy the needs of Russian consumers, L'Oréal is strengthening its offer of local beauty products and services in Russia by training more than 20,000 beauty professionals every year.

Moscow, 25th September 2012 -The L'Oréal Russia Academy is a training and education centre mainly dedicated to professionals such as hairdressers, beauty advisors and pharmacists. The project aims to offer 100 training sessions every month and represents an investment of almost 3.5 million of euros.

"The Training Academy and our Evaluation Centre demonstrate our commitment to innovation and education. I feel confident that this investment will allow us not only to further develop the beauty market but to respond even better to the expectations of Russian consumers," said Claudio Cavicchioli, Managing Director of L'Oréal Russia.

Every year L'Oréal Russia invests in the professional training of more than 20,000 beauty experts, ensuring that hairdressers, colourists, and other beauty professionals in salons, pharmacies and beauty counters across the country are perfectly up-to-date in their professional skills, aware of the latest beauty trends and able to provide the best possible beauty expertise to Russian consumers.

An approach focused on consumers beauty needs

Because Russian consumers have their own specific routines and requirements when it comes to beauty, L'Oréal will develop an Evaluation Centre to understand their expectations and to develop tailored products. L'Oréal uses three types of evaluation: consumers evaluation, expert evaluation and instrumental evaluation.

Using these 3 synergetic evaluation approaches, the objectives of the Moscow R&I Evaluation Centre will focus on:

- Increasing the understanding of consumer and beauty routines to find specific product needs that could translate into product development ideas, better adapted to local consumers;
- Improving local skin and hair knowledge, through instrumental characterisations;
- Defining product profiles using expert evaluation;
- Measuring product efficacy through instrumental evaluation and consumer perceived performance through consumer tests.

About the Group L'Oréal

L'Oréal, the world's leading beauty company, has catered to all forms of beauty in the world for over 100 years and has built an unrivalled portfolio of 27 international, diverse and complementary brands. With sales amounting to 20.3 billion euros in 2011, L'Oréal employs 68,900 people worldwide. Regarding sustainable development, Corporate Knights, a Global Responsible Investment Network, has selected L'Oréal for its 2012 ranking of the Global 100 Most Sustainable Corporations in the World. L'Oréal has received this distinction for the 5th consecutive year. www.loreal.com

About L'Oréal Russia

Present in Russia since the 1990s, L'Oréal founded the Russian affiliate in 1994. Today the branch is present all over Russia and in all distribution channels offering 23 international brands, available in mass-market channels, in hair salons, through selected retailers and in pharmacies. In 2010, L'Oréal Russia opened a production plant in the Kaluga Region to produce shampoo, hair conditioner and hair colour for L'Oréal Paris and Garnier. Today L'Oréal Russia employs more than 1,100 people. To find more about L'Oréal in Russia visit our web-site: www.loreal.com.ru

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Appendix

About the L'Oréal Russia training Academy

The divisions represented are:

- **Professional Products Division**
Brands: L'Oréal Professionnel, Matrix, Redken, Kérastase, Kéraskin, Essie Professionnel
Every year, approximately 10,000 hairdressers from all levels complete courses run by L'Oréal educators.
- **Consumer Products Division**
Brands: L'Oréal Paris, Garnier, Maybelline New York, Essie
In 2012, more than 500 education training sessions will be organised and more than 7,500 specialists trained.
- **L'Oréal Luxe**
Brands: Lancôme, Giorgio Armani, Yves Saint Laurent, Biotherm, Helena Rubinstein, Kiehl's, Viktor & Rolf, Cacharel, Diesel, Stella McCartney, Ralph Lauren
The luxury division (Lancôme, YSL, Giorgio Armani) will conduct more than 65 training sessions by the end of 2012 and more than 1,300 specialists will be trained in make-up and sales.
- **Active Cosmetics Division**
Brands: Vichy, La Roche-Posay, Inneov, Skinceuticals, Sanoflore
The Academy provides training opportunities for pharmacists, consultants, and dermatologist-cosmetologists. This year, 138 training sessions will be held and more than 2,200 specialists will be trained.

About the Evaluation Centre

With a population of about 150 million, and a very extreme climatic environment (low average temperatures and a wide temperature variation between seasons), understanding Russian consumers' needs and their relationship with products will be essential to offering them better adapted products.

The laboratory will serve to accelerate the growth of innovative products tailored to the Russian market. It will also help in developing a more appropriate offering in countries with similar contexts (climate, skin & hair types).

The Evaluation Centre is located next to the L'Oréal Academies and training centres, and covers a surface of about 100 sq. m.