

BIOCYTE WINS A PRIZE AT THE VICTOIRES DE LA BEAUTÉ BEAUTY AWARDS



Biocyte won a prize at the Victoires de la Beauté beauty awards for our innovative anti-hair loss product, Keratine serum anti-chute.

The prize was awarded by a jury of consumers who rated the product on the basis of its quality and effectiveness.

Our Keratine serum anti-chute anti-hair loss product is a genuine innovation and we are extremely proud that it earned the unanimous approval of the testers. Specially designed for people with damaged hair or who are losing hair, our product contains 4 active ingredients that have been proven to be effective:

- Keratin: substance making up 95% of hair, nourishes it to provide strength
- PQQ: a revolutionary ingredient used for the first time in a haircare product, it stimulates the development of cells in the very core of the hair.
- AnaGain: a patented ingredient, for its action on hair growth and effectiveness in combating hair loss.
- Legactif: Activates the blood microcirculation to revitalize the scalp.

For a demonstrated result:

- 23% hair loss
- +78% growth*

*AnaGain instrumental clinical trial, 20 people over 3 months.

- Keratin: substance making up 95% of hair, nourishes it to provide strength
- PQQ: a revolutionary ingredient used for the first time in a haircare product, it stimulates the development of cells in the very core of the hair.
- AnaGain: a patented ingredient, for its action on hair growth and effectiveness in combating hair loss.
- Legactif: Activates the blood microcirculation to revitalize the scalp.

For a demonstrated result:

- 23% hair loss
- +78% growth*

*AnaGain instrumental clinical trial, 20 people over 3 months.

The “L’Oréal Share & Care” Social Programme Extended To Employees Across The Group’s 67 Countries

Two years after it was launched, the “L’Oréal Share & Care” programme provides employees in the 67 countries with a universal set of social benefits. Over 100 initiatives have also been set up by subsidiaries, making L’Oréal, in each of the countries, one of the leading employers in terms of social policy.

This set of social protections addresses the essential needs of employees in four areas: health, welfare, parenthood and quality of life at work.

Some of the main measures include:

- At least twenty-four months paid in the event of death or permanent incapacity
- An access to major treatments with a reimbursement of at least 75% of related costs
- A minimum paternity leave of 3 days paid at 100% of the salary
- A minimum maternity leave of 14 weeks paid at 100% of the salary

Over a hundred local initiatives

The programme goes even further, with the implementation of local initiatives at each subsidiary, such as:

- Medical insurance for parents of employees in Pakistan
- Ten days fully-paid paternity leave in the United States
- Medical visits for children of employees in Peru
- Financial contributions towards the education of children of employees in Spain
- Spaces dedicated to mothers in Malaysia or Dubai.

“Our objective is to position L’Oréal as one of the most responsible employers in each country, with the same minimum social protection for all our employees, but also a very localized set of measures, responding to local legislation, culture, and the needs of employees,” specified Jérôme Tixier, Executive Vice-President Human Resources and Advisor to the Chairman of L’Oréal.

The L’Oréal Share & Care programme has attracted the attention of the International Labour Organization, within the framework of its study into the contribution of large businesses in the development of social protection throughout the world. L’Oréal is a founding member of the “Global Business Network for Social Protection Floors”, a network of companies set up by the ILO.

About L’Oréal

L’Oréal has devoted itself to beauty for over 105 years. With its unique international portfolio of 32 diverse and complementary brands, the Group generated sales amounting to 25.26 billion euros in 2015 and employs 82,900 people worldwide. As the world’s leading beauty company, L’Oréal is present across all distribution networks: mass market, department stores, pharmacies and drugstores, hair salons, travel retail and branded retail.

Research and innovation, and a dedicated research team of 3,870 people, are at the core of L’Oréal’s strategy, working to meet beauty aspirations all over the world and attract one billion new consumers in the years to come. L’Oréal’s new sustainability commitment for 2020 “Sharing Beauty With All” sets out ambitious sustainable development objectives across the Group’s value chain.