

## L'Oréal USA Employees Give Back to Local Communities Across the Country

NEW YORK, Jun. 14 /CSRwire/ - Today marks the fifth nationwide day of service for L'Oréal USA with over 3,000 employees giving back to the communities in which they live and work. From North Little Rock, Arkansas to Berkeley Heights, New Jersey, L'Oréal USA employees around the country will engage in a variety of volunteer projects including children's education, resume building with unemployed adults, environmental revitalization, arts and crafts with seniors, food preparation and serving those who are homebound, among many other projects. In total, over 12,000 hours of community service will be donated in a single day.

"As a company, we believe in the power of volunteerism," said Rebecca Caruso, EVP Corporate Communications & External Affairs. "Every day, our employees work to make the world a better and more beautiful place. Volunteer Day gives all of us the opportunity to share our talents and time with the local communities in which we live and work."

Globally, L'Oréal celebrates its Volunteer Day during the month of June with over 20,000 volunteers around the world. This year, 60 countries will host days of service including China, France, Brazil and South Africa. The program was started by the New York office of L'Oréal USA in 2006 and rolled out to all locations in the U.S. and globally in 2009.

L'Oréal has been recognized by many leading organizations and rating agencies for its ethical standards of behavior and its commitment to operating a sustainable business which provides for the triple bottom line – economic growth, environmental respect and social responsibility. This year L'Oréal USA employees can be followed on Twitter and Instagram during the day where they will be sharing their volunteer experiences using #LOrealGivesBack.

### L'ORÉAL USA

L'Oréal USA, headquartered in New York City, is the largest subsidiary of the L'Oréal Group, the world's leading beauty company. In addition to corporate headquarters in New York City, L'Oréal USA has Research and Innovation and Manufacturing and Distribution facilities across seven other states including Arkansas, Illinois, Kentucky, New Jersey Ohio, Texas and Washington. The company's portfolio of leading brands includes Lancôme, Giorgio Armani Beauty, Yves Saint Laurent Beauté, Viktor & Rolf, Diesel, Cacharel, L'Oréal Paris, Garnier, Vichy, La Roche-Posay, L'Oréal Professionnel, Kérastase and Shu Uemura Art of Hair. The U.S. is the base for product development, international marketing and advertising of L'Oréal's thirteen American brands: Maybelline New York, Soft-Sheen.Carson, Kiehl's Since 1851, Ralph Lauren Fragrances, Essie Cosmetics, Redken 5th Avenue NYC, Matrix, Mizani, Pureology, SkinCeuticals, Dermablend, Clarisonic and Urban Decay. For more information on our brands visit [www.loreal.com](http://www.loreal.com) or follow us on Facebook at L'Oréal USA - Corporate Facebook Page and Twitter @LOrealUSACorp.

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