

L'ORÉAL



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L'Oréal Receives Prestigious Global Business Coalition on HIV/AIDS (GBC) Award for the Application of its Core Business Skills to Fight AIDS

London – May 22, 2006 – Tonight, at its 2006 Awards for Business Excellence Gala, the Global Business Coalition on HIV/AIDS will pay tribute to the role of business in the global fight against AIDS and honour L'Oréal for its ongoing commitment to applying its core business skills to combat AIDS.

L'Oréal is being presented with the GBC Core Competency Award for its innovative AIDS education programs around the globe

In 2005, L'Oréal and UNESCO joined forces in the battle against AIDS through the Hairdressers of the World Against AIDS. This program promotes awareness about the HIV virus through the regular training programs L'Oréal provides to their global network of hairdressers and UNESCO's scientific expertise. Hairdressers of the World Against AIDS is in place in France, the UK, Brazil and India and will soon be in place on all continents. Training materials on HIV/AIDS have been prepared with UNESCO, including an innovative film, presentation materials and an interactive quiz.

L'Oréal provides regular training for their 2 million hairdressers around the world. It is estimated that they have some 500 million clients-

L'Oréal's efforts in the combat against AIDS started 5 years ago in South Africa, where L'Oréal offers its personnel and their beneficiaries a full service which includes prevention, anonymous HIV testing, and if needed, treatment.

Beginning in 2002, L'Oréal included a module about HIV/AIDS in their hairdresser training sessions in Africa which also includes a pamphlet included in all SoftSheen.Carson products for hairdressers, a certificate of participation and an educational poster for salon owners to display to show that "Your Hairdresser Cares". Since 2002, over 200,000 hairdressers from 24 African countries have benefited from this training program which empowers them to deliver key HIV/AIDS prevention messages.

Lindsay Owen-Jones, President of the Board of Directors of L'Oréal said *"L'Oréal has a long standing commitment to helping local populations in the countries in which we operate. The Hairdressers of the World Against Aids is today one of our most prized programmes as it allows us to mobilise hairdressers from our professional salons network throughout the world and utilise our training know-how to support HIV/AIDS prevention globally."*

The GBC will honor six award recipients, including L'Oréal, at a high-level Awards Gala in London. Speakers at the Gala and Awards ceremony will include: British Prime Minister Tony Blair, European Commission President José Manuel Barroso, Sir Elton John and Graça Machel. CNN Chief International Correspondent Christiane Amanpour will serve as master of ceremonies.

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Note to Editors

1. About L'Oréal

With about 100 years of experience in the beauty industry, in 2005 L'Oréal reported consolidated sales of €14,53 billion euros. The group has a global workforce of 52,000 employees and maintains a diverse, yet complementary, portfolio of 17 international brands, sold in 130 countries.

L'Oréal's international brands today include L'Oréal Paris, Garnier, SoftSheen.Carson, Maybelline New York, Laboratoires Vichy, La Roche-Posay, L'Oréal Professionnel, Matrix, Redken, Lancôme, Biotherm, Kiehl's, Shu Uemura, Helena Rubinstein, as well as Cacharel, Giorgio Armani and Ralph Lauren perfumes; in addition to Yue-Sai and Innéov.

L'Oréal is the cosmetics industry's largest investor in research with a hi-tech industrial approach that guarantees innovative, high-value-added products.

2. About the Global Business Coalition on HIV/AIDS (GBC)

The Global Business Coalition on HIV/AIDS (GBC) is the pre-eminent organization mobilizing the resources of the business community in the fight against HIV/AIDS. The rapidly-expanding alliance of 212 international companies is dedicated to combating the AIDS epidemic through the business sector's unique skills and expertise. GBC's expert teams assist member companies in the design and development of specialized programs that leverage a company's assets and business skills to tailor an individual response to the crisis. ***GBC is the official focal point of the private sector to the Global Fund to Fight AIDS, TB and Malaria.*** For more information, please visit the GBC website at www.businessfightsaids.org.

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