

# L'ORÉAL

## L'Oréal Key Partner Of The Baalbeck International Festival

**Paris, 15th May 2001 - For the second year running, L'Oréal has confirmed its partnership with the Baalbeck International Festival of lyrical art (Lebanon).** This year, the 24th edition of the festival, has a special significance for the L'Oréal group, the international company of French origin, as it falls in the year of the "Francophonie" and will be the centerpiece of its celebrations. As the world leader in beauty, L'Oréal emphasizes through this partnership its growing interest in the Lebanon, a country characterized by its openness to different cultures and their artistic expression. During the signing of the L'Oréal partnership with the Baalbeck International Festival, Mr Lindsay Owen-Jones declared: *"In becoming the key partner of this festival, we wish to contribute in our modest way towards helping the Lebanon express its special identity as a land of beauty and encounters; a crossroads of different peoples and civilizations"*. This prestigious partnership is an integral part of the Group's international sponsorship policy which also encompasses the L'Oréal-UNESCO Award to promote women in science and their remarkable research projects.

Among the 15 annual prizewinners two young Lebanese women have previously been honoured for their scientific work: in 2000, the biologist Sonia Nasr and in 2001, the geneticist Chantal Farra. *Founded in 1907 by a chemical engineer, Eugène Schueller, the L'Oréal Group is world leader in the cosmetics market. Present in 150 countries through 400 subsidiaries and around a hundred agents, the Group, headed by Lindsay Owen-Jones, had a turnover of 12.6 billion Euros in 2000 with a staff of 48,000 worldwide. Always at the heart of L'Oréal's strategy, the cosmetic and dermatological Research Department has today over 2,500 scientists.*

*L'Oréal's presence in the Lebanon dates back to the early 1960s. In January 2000, the company decided to consolidate its presence by creating the subsidiary, L'Oréal Liban s.a.l, with a staff of 130 people.*

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## About L'Oréal

L'Oréal has devoted itself to beauty for over 100 years. With its unique international portfolio of 34 diverse and complementary brands, the Group generated sales amounting to 25.8 billion euros in 2016 and employs 89,300 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, branded retail and e-commerce.

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. L'Oréal's sustainability commitment for 2020 "Sharing Beauty With All" sets out ambitious sustainable development objectives across the Group's value chain. [www.loreal.com](http://www.loreal.com)

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*"This news release does not constitute an offer to sell, or a solicitation of an offer to buy L'Oréal shares. If you wish to obtain more comprehensive information about L'Oréal, please refer to the public documents registered in France with the Autorité des Marchés Financiers, also available in English on our Internet site [www.loreal-finance.com](http://www.loreal-finance.com).*

*This news release may contain some forward-looking statements. Although the Company considers that these statements are based on reasonable hypotheses at the date of publication of this release, they are by their nature subject to risks and uncertainties which could cause actual results to differ materially from those indicated or projected in these statements."*

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