

L'ORÉAL

L'Oreal Ingenius Contest 2006

Paris, 27 January 2006 - L'Oréal has just concluded the 2nd International L'Oréal Ingenius Contest, a recruitment competition aimed at engineering students. Launched in China in 2001, the competition this year brought together more than a hundred students from six countries: France, Germany, Mexico, Brazil, the USA and China.

The international final took place yesterday evening at the Musée Guimet in Paris, in the presence of members of L'Oréal's Management Committee.

Six teams of three students took part yesterday in the final of the competition, presenting their project in front the panel of judges chaired by Marcel Lafforgue, the group's Executive Vice-President Production and Technology.

This year's winning team represented Brazil's Instituto Maua de Tecnologia. The Chinese team from Zhejiang University won second place while Mexico's team from Universidad Panamericana won third place. The three Brazilian students won an internship at L'Oréal in the country of their choice.

Launched in 2001 at the instigation of L'Oréal in China, the competition was extended this year to five other countries. Fourteen educational establishments took part - Zhejiang University and Tsinghua University in China, the Ecole des Mines and the Ecole Centrale in Paris, the Institut Catholique d'Arts and Métiers in Lille, the Ecole Nationale des Ponts et Chaussées in France, the Universität Karlsruhe and Technische Universität Darmstadt in Germany, Carnegie Mellon University and Georgia Institute of Technology in the USA, Maua Universidade in Sao Paulo and the Universidade Federal in Rio de Janeiro, Brazil, the Universidad Panamerica and the Universidad Nacional Autonoma de Mexico in Mexico. At total of 36 teams spent three months thinking about the design and execution of an innovative industrial project. The major advantage of this competition, apart from the fact that it teaches students more about the Group and its industrial activities, is that it makes it easier for them to access jobs with L'Oréal: 16 participants in the 2005 competition were recruited worldwide.

"The competition is an opportunity for students to see whether their personality is compatible with the three fundamental qualities we look for in our engineers: a desire to learn, a competitive spirit and open-mindedness", says Louis Comte, the group's HRD for Industry.

The Ingenius Contest is a key stage of the recruitment policy that complements the group's other two business games: the L'Oréal e-Strat Challenge, a virtual strategy game, and L'Oréal Brandstorm, a creativity game designed for marketing students.

Want to find out more?

<http://www.ingenius-contest.loreal.com>

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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

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