



## **REVEAL by L'ORÉAL, a revolutionary pedagogical tool L'Oréal's business game orients career paths of the new generation**

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Paris, 5 January 2010 – L'Oréal announced today the launch of REVEAL by L'ORÉAL, a responsible business game that allows students to assess and explore their professional profile through an exciting online universe. Open to students of all disciplines and backgrounds, REVEAL by L'ORÉAL offers a direct pedagogical tool for young people who want to learn about their future career options and gain 360-degree insight about their individual skills.

### **Responsible insight into the next generation's individual skills**

A competition open to students from all types of academic backgrounds (rather than only from specialised disciplines like engineering or business), REVEAL by L'ORÉAL represents the "next generation" in the Group's pedagogical and diverse approach to students' professional development. Offering students unique insight and orientation about which career paths are best suited to their abilities and personalities, the game invites students to play the role of a management trainee and REVEAL their profile, while investigating a cutting edge innovation within an interactive online universe.

Recreating the Group's context of a highly stimulating, multicultural experience for the students in which all individuals can contribute their creativity and enthusiasm, REVEAL by L'ORÉAL exemplifies the Group's effort to provides the students with pedagogical content on various fields (R&D, Supply Chain, Marketing, Sales, Finance, ...) and to accompany them as they navigate the first steps of their professional development, as well as to innovate universally throughout its business model. The game will be accessible to a wide panel of international students, while simultaneously taking a much more targeted approach that responds to expectations of the web-savvy new generation.

*"As a pioneer in innovation, L'Oréal is proud to offer a new opportunity open to the new generation of students. Diversity is at the heart of the Group's DNA, and we believe it is part of our responsibility to accompany young people from all different types of background as they begin to explore they career options,"* said François de Wazières, L'Oréal's International Recruitment Director.

### **Recruitment at the heart of the L'Oréal Business Model**

In the field of human resources, the Group has three key priorities: recruiting the best talents, promoting diversity, and maximising employee development and growth. REVEAL by L'Oréal reflects this signature approach to reinforcing the Group's strong business model through a responsible recruitment strategy, targeting the diverse profiles from around the world.

L'Oréal embodies the work environment that the new generation of candidates demand: entrepreneurial, innovative, flexible, demanding, merit-driven, high performing and focused on individual development. Different studies have repeatedly shown that the Group is a top choice for recent graduates to begin an international and diverse career.

In order to specifically target this age group, L'Oréal has embraced a variety of innovative recruitment initiatives ranging from international business games to creating groups on social network sites.

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