



## **L'Oréal works with Industry Trade Bodies to support safe reopening of hair salons**

London, 6 May 2020 – L'Oréal, a historic partner of hairdressers for more than 110 years, is reinforcing its support for industry professionals during the unprecedented Covid-19 period.

L'Oréal is working collaboratively with industry trade bodies, including the National Hair & Beauty Federation and British Beauty Council, to support the reopening of hair salons as soon as government permits.

L'Oréal has produced a 'Back to Business' support guide that includes post-confinement operating and hygiene guidelines to support its network of 25,000 salons when planning their reopening. The business will also supply over 100,000 hand sanitisers and more than a million protective masks, which hairdressing salons can order along with technical and retail products via L'Oréal's customer service team or online via the L'Oréal Partner Shop. The 'Back to Business' support guide includes post-lockdown advice on ensuring the safety and wellbeing of employees and customers, safer operating procedures, pre-booking appointments, organisation of the salon to spread out appointment times, advice on electronic payment, hand cleansing, tool disinfecting and social distancing and will be shared with all hair salons via the L'Oréal Access E-learning platform, a global e-learning website.

Beatrice Dautzenberg, Managing Director of the L'Oréal Professional Products Division, commented: "This crisis has been a challenging period for everyone and we have been providing as much support as we can for our salon partners, including freezing payments due from independent salons and hairdressers and offering e-learning resources to enable continued career development whilst staff are at home. Now the government is starting to plan for life after lockdown, we want to help our salons get back to business safely.

"The past few months have provided us with even greater awareness of the importance of our hairdressers and the demand from consumers for hair salons reopening is high. Hairdressing is the single largest contributor to the British Beauty Economy valued at GDP c. £6 billion, and salons play an integral part in communities and boost consumer wellbeing. As a committed partner to the industry, L'Oréal is proud to help our network of salons navigate these challenging times, to support the wellbeing of our employees, salon partners and consumers and help to reduce the impact of Covid-19 on our salon partners' business."

L'Oréal has been in close contact with industry trade organisations to help plan for safe salon reopening. Hilary Hall from the National Hair and Beauty Federation commented, "The National Hair & Beauty Federation is working with the Government to deliver guidelines for how the hair, beauty and barbering industries can safely return to work. These will be released in line with the Government 'roadmap' out of lockdown which is expected to be announced this week."

Millie Kendall MBE from the British Beauty Council commented, "As Hair Salons plan for what is likely to be a staged return to work, we are working closely with patrons such as L'Oréal to determine what principles will help us do this well – and central to these principles will be how we take care of our people. Guidelines are being drawn up collaboratively to help salon owners and their teams to be aware not only of the risks and precautionary measures, but also the potential benefits of this new phase ahead, including the promotion of more supportive and connected workplaces and teams."

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## Notes to editors:

Since the beginning of the Covid-19 period, L'Oréal has introduced several measures to support hairdressers:

- **Payment freeze:** Since March 26th, L'Oréal has frozen payments due from all independent salons.
- **E-learning training for hairdressers:** L'Oréal Access, the world's largest e-learning platform dedicated to hairdressing professionals that first launched in the UK, now with 29,000 UK users, has enabled L'Oréal to offer a wealth of virtual education to ensure that all hairdressers can continue in their training, development and be inspired during COVID-19.
- **#PROPOSITIVITY:** L'Oréal Professionnel launched #PROPOSITIVITY, a campaign spearheaded by Trevor Sorbie MBE and other renowned hairdressing professionals, who share their stories, advice and ideas to offer inspiration to support and promote wellbeing amongst both the hairdressing and client community.

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**Salon Picture** – Adam Reed London. [Download here](#). Photo credit: Karen Hatch

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## About L'Oréal UK & Ireland

L'Oréal established the UK & Ireland subsidiary in 1932 and today it is the Group's fifth largest subsidiary worldwide. As the number one beauty player in the UKI, its 36 international brands are present across all categories of the cosmetics market, including salons, boutiques, mass-market distribution, department stores, pharmacies, medispas, travel retail and e-commerce. L'Oréal UK & Ireland employs over 4,500 people and trains 32,000 hairdressers through its professional academies every year. L'Oréal UK & Ireland participates in the International and National UNESCO For Women In Science programmes and supports youth science education through the L'Oréal Young Scientist Centre at the Royal Institution. See [www.loreal.com](http://www.loreal.com) and [www.loreal.co.uk](http://www.loreal.co.uk)