Hairdressers and beauticians make up Italy's second-largest artisan category with 263,000 workers at 130,000 wellness salons

The results of a study by IPSOS show that "going to the hairdresser's/beautician's" is the first service that people wish to purchase upon reopening.

L'ORÉAL'S PROFESSIONAL PRODUCTS DIVISION SUPPORTS THE REQUEST TO MOVE UP REOPENING OF SALONS CONTRIBUTING TO ENSURING THE BEST POSSIBLE CONDITIONS FOR THEIR RETURN TO BUSINESS

Payments due from salons during the lockdown have been frozen and a deferral of 120 days has been granted

Hygiene and health measures and reorganisation of services using new digital scheduling tools to allow salons to operate in full safety

L'Oréal, which has been partnering with hairdressers for more than 110 years, is stepping up its support for sector professionals during the Covid-19 crisis. L'Oréal has pledged to support hairdressers with reopening salons to ensure the best possible conditions as they return to business.

The measures suggested involve supplying sanitising gel and protective equipment, social distancing, health and hygiene and organisational procedures to be observed while providing professional services, and the reorganisation of the business and management of working teams to spread out appointments and reduce health risks.

To help meet the economic needs of this severely affected sector, L'Oréal Italia has decided to freeze and defer by 120 days all payments due from salons during the lockdown period.

Marco Vasario, General Manager of L'Oréal Italia's Professional Products Division, commented: *"We have been working with and for hairdressers for more than a century. Now more than ever before, L'Oréal is mobilising, together with all the relevant trade associations, to support the urgent need to reopen salons and facilitate their return to business under the best possible conditions."*

In further detail, the initiatives to be organised by the Professional Products Division will include:

- offering the salons, for order together with products:
  - **over one million face masks;**
  - **80,000 units of sanitising gel;**

- **digital training for sector professionals** through Access, the world's largest e-learning and networking platform. This platform provides access to a wide range of educational and inspirational webinars and e-learning modules created by the brands (L'Oréal Professionnel, Kérastase, Redken, Matrix, Biolage and Shu Uemura Art Of Hair) and the biggest international artists. Approximately one month after the launch of the platform, which is now also available in a mobile version, there are more than 13,000 registered users, the most anywhere in the world, with over 250 pieces of content uploaded and more than 100 live dedicated professional training sessions accessible 24h/24h 7/7. (https://www.lorealaccess.com);

- **new digital tools for organising the appointment-scheduling process and generating revenues during lockdown periods.** In collaboration with UALA and BOSS, L'Oréal has

developed new tools that will allow consumers to schedule an appointment with their salons and enjoy access to affordable packages of products and services. These tools will also enable salons to generate revenue while they are shut down and organise services in a way that prevents queues and waiting times. In addition, these initiatives can be put into place without any operating costs for salons.

Hairdressers and beauticians make up Italy's second-largest artisan category, with 263,000 workers at 130,000 wellness salons (95,000 hair salons and 35,000 beauty salons). With an average of over six visits a year per person, salons serve about one million consumers daily — consumers who currently feel a strong need for salons to be reopened: the results of a study by IPSOS (Italy and Coronavirus March 2020) show that "going to the hairdresser's/beautician's" is the first service that people wish to purchase upon reopening.

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