

**L'ORÉAL USA ANNOUNCES THREE-YEAR SUPPORT OF
WOMEN'S DERMATOLOGIC SOCIETY FOUNDATION
COMMUNITY OUTREACH**

**BEAUTY COMPANY GRANT TO FUND DERMATOLOGISTS'
"PLAY SAFE IN THE SUN" CAMPAIGN**

San Francisco & New York – (February 3, 2008) L'Oréal USA, a subsidiary of the L'Oréal Group, today announced that they have granted the Women's Dermatologic Society (WDS) Foundation \$1,050,000 over a three-year period to support the WDS *Play Safe in the Sun* campaign, effective April 2008. The WDS educational outreach campaign focuses on promoting sun safety and skin health awareness. The mission of the WDS campaign, which will be supported through funding from L'Oréal USA, is to educate, encourage, and empower women athletes and outdoor sports enthusiasts to maintain healthy skin and hair by promoting sun safety and optimal skin care practices.

The campaign will target female participants and spectators in the fields of golf and tennis, who face a heightened risk of developing skin cancer due to prolonged periods of cumulative sun exposure. Skin cancer continues to be the most common and most preventable form of cancer in the United States. Melanoma rates among women are rising, and it is the second most common cancer in women ages 25-29.

Community outreach will take place at various venues in select cities hosting these outdoor sporting events. Local WDS members will reach out to the public on location with free skin cancer screenings conducted by board-certified dermatologists licensed in that state. Volunteer dermatologists will also provide photo damage assessments utilizing an ultra-violet reflectance camera and skin scanner unit which reveals the sun damaged areas of the face to the physician and participant. In addition, educational materials will be distributed containing information on sun safety practices, including proper sunscreen use and application. Free sunscreen samples will also be provided to the public at these outdoors events.

"Safety and education have always been our first priority," stated Laurent Attal, President & CEO of L'Oréal USA. "The Women's Dermatologic Society's *Play Safe in the Sun* campaign aligns with our goal of educating the public on the dangers of sun exposure and what people can do protect themselves against harmful effects of UVA/UVB rays. We are pleased to support the WDS in this important endeavor."

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WDS President Suzanne Connolly, MD, commented, “As a national organization, the Women’s Dermatologic Society is enthusiastically committed to serving the communities where our members work and live, by reaching out to people of all skin types to promote sun safety-- particularly for outdoor sports enthusiasts who face higher risks. We are grateful to L’Oréal USA for their generous support in fulfilling this mission.”

L’Oreal’s grant to the WDS Foundation represents the company’s broader commitment to providing high quality skincare products and skincare education for women of all ages, skin types and ethnicities in communities throughout the United States. L’Oreal has been dedicated to the study of skin in different environments for more than 25 years resulting in the company’s expertise in sun protection.

ABOUT THE WOMEN’S DERMATOLOGIC SOCIETY (WDS)

The Women's Dermatologic Society supports the careers and professional development of women dermatologists. The mission of the Women’s Dermatologic Society is to help women in dermatology achieve their greatest personal and professional potential by striving to foster, promote, and support women’s issues in dermatology; identify, train, and recognize women leaders in dermatology; provide a forum for developing relationships and the exchange of ideas and research relevant to women’s issues; and promote the highest possible standards of ethics, research, patient care and education, as well as public education. WDS is comprised of more than 1,500 members nationally and internationally, representing all sub-specialties in dermatology and work in private practice, academics and research.

Visit: www.womensderm.org and www.playsafeinthesun.org

ABOUT L’OREAL USA

L’Oréal USA, headquartered in New York City, with 2006 sales of over \$4 billion and 7,500 employees, is a wholly-owned subsidiary of L’Oréal SA, one of the world’s leading beauty companies. L’Oréal USA has Research and Development, Manufacturing and Distribution facilities across eight states in the U.S., including New York, New Jersey, Kentucky, Arkansas, Illinois, Ohio, Colorado and Texas. L’Oréal’s portfolio of brands includes Lancôme, Giorgio Armani, Shu Uemura, L’Oréal Paris, Garnier, Vichy, La Roche-Posay, L’Oréal Professionel and Kérastase. The U.S. is the base for the product development, international marketing and advertising for L’Oréal’s nine American brands: Maybelline New York, Soft-Sheen.Carson, Kiehl’s Since 1851, Ralph Lauren, Redken 5th Avenue NYC, Matrix, Mizani, SkinCeuticals and PureOlogy.

CONTACTS:

L’Oréal USA
Jennifer S. James
212-984-4414

WDS
Nancy Fitzgerald
805-560-8785