



L'Oréal Australia partners with Good360 to help Australians in need

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L'Oréal Australia's sustainability initiatives are part of the global L'Oréal program, Sharing Beauty with All. This is the company's sustainability commitment which was launched by CEO and Chairman Jean-Paul Agon in 2013. The program sets out ambitious 2020 targets that highlight L'Oréal's commitment to responsible business.

One of L'Oréal's 2020 targets focuses on supporting the communities we work in and L'Oréal Australia is proud to announce they are partnering with Good360, an organisation which ensures that brand new unsold goods can be provided to charities in order to help Australians in need.

Good360 was established in 2015 with the aim of delivering \$1 billion worth of goods to vulnerable Australians. Founder and Managing Director, Alison Covington set up Good360 Australia after learning about the work Good360 was doing in the USA. Having seen the positive impact Good360 had had in America, where to date the organisation has distributed US\$9 billion in critical goods, she decided to leave her corporate life to make good happen by connecting Australians living in poverty with items they need such as personal care goods, clothing and blankets.

Alison Covington comments that "L'Oréal Australia is demonstrating leadership by partnering with Good360. We are a unique solution for their sustainability initiative, which provides a tangible measurable impact on Australians in need. We call our partners 'Agents for Good' and L'Oréal Australia is part of this collective because they are making a real difference to the lives of those least fortunate in our community. We are very proud of this partnership."

Since establishing a partnership with Good360 in 2016, L'Oréal Australia has donated finished products which have gone to over 160 charities across Australia including the Women's Alcohol & Drug Advisory Centre (Jarrah House), Australian Multicultural Community Services and Women's Housing Limited.

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Highlighting the impact already being made, Sandy Kervin, CEO of Jarrah House says, "the goods we obtain from the Good360 program allow us to use our limited dollars directly on client services and still be able to offer our clients brand new goods. The Makeup products such as eye shadow, foundation and lipstick donated by the brands within the L'Oréal Australia Group are luxury products that many of our women don't have access to. They are able to experiment with a new look which definitely helps to lift their self-esteem and their spirits, assisting them to meet their own challenges."

"Partnering with Good360 has been incredibly fulfilling as we know that our products are making a real difference to those in need," says Christine Burke, Communications Director L'Oréal Australia. "Large companies will always have some products which aren't sold so to have an organisation such as Good360 providing a connection to vulnerable people and communities is extremely beneficial for everyone."

About L'Oréal

L'Oréal Australia is part of the L'Oréal Group. L'Oréal has devoted itself to beauty for over 105 years. With its unique international portfolio of 34 diverse and complementary brands, the Group generated sales amounting to 25.84 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 and branded retail.

L'Oréal Australia has 26 brands available across all channels nationwide. The business employs almost 900 people who work in all states and territories.

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