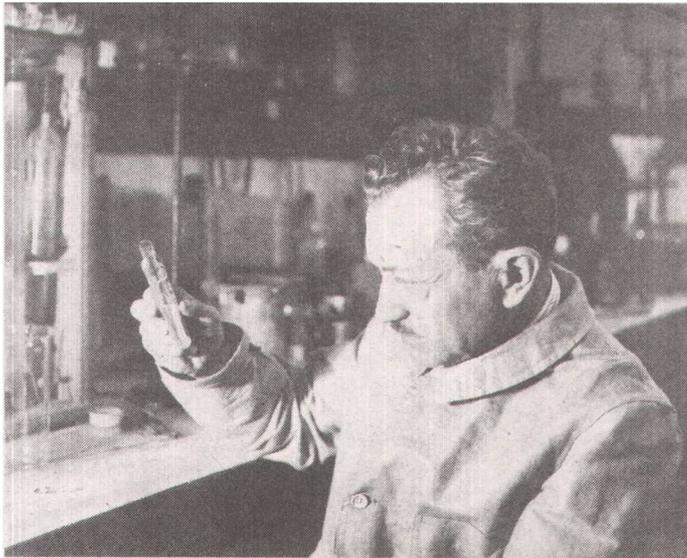


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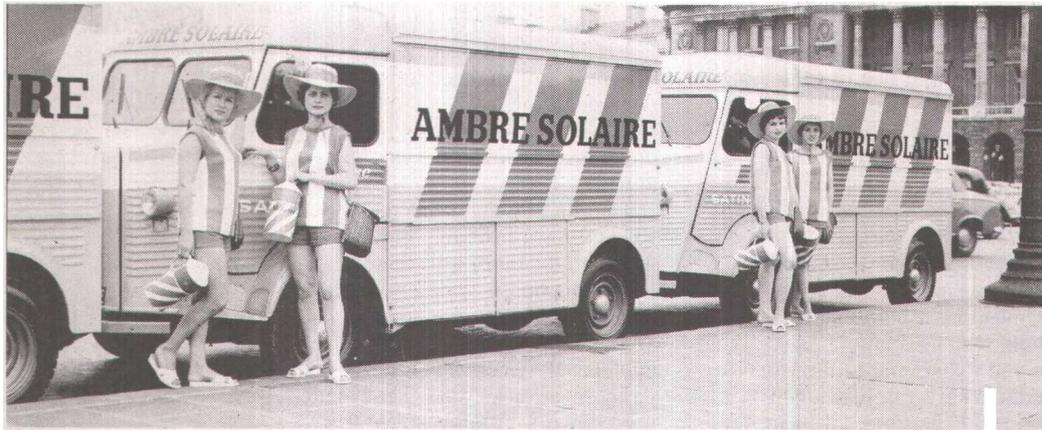


Eugène Schueller in his laboratory, in 1920.



Pictures courtesy OF L'OREAL

Tay (seated, centre) with the children as part of the company's KISS programme.



The Ambre Solaire girls and the advertising van at Place de la Concorde in Paris in 1958. Amber Solaire is a sun cream by the company.

# KISS the children

**B**EAUTY giant L'Oreal turns 100 and aside from a glitzy celebration at its home in Paris, the company travels the world through 100 projects to help the citizens of the globe in various ways.

Launched in conjunction with its centenary celebration, L'Oreal, ranked among the top 100 most sustainable companies worldwide, set up projects to help underprivileged people from Malaysia to Morocco.

In Malaysia, it collaborates with the Malaysian AIDS Foundation in a programme called KISS (which stands for Keep in School Scheme) to help 100 children between the ages of 13 and 19 affected or afflicted with AIDS, to stay in secondary school.

L'Oreal Malaysia pledged RM150,000 for this effort to help ease the financial burden of low income families affected with AIDS — either the children have AIDS or the children have a parent living with HIV or has died of AIDS.

"The KISS campaign has been very meaningful to the L'Oreal team... For us, it teaches humility and reminds us that all these children need is a little attention and care. What's really warming is the joy on their faces as they embrace us. It makes it all worth it," said L'Oreal Malaysia corporate

communications director Tay Ai Leen.

In Brazil, the company helps rural children and youth by supporting the creation of a school to train underprivileged youth for careers in the beauty industry.

In Indonesia, it organises scientific discovery programmes in 10 underprivileged junior high schools.

In Korea, it trains isolated young mothers to reintegrate them with the professional world. In Norway, it provides education for immigrant children and youth.

L'Oreal, which owns 23 brands including Lancome, Cacharel, Kiehl's, Biotherm, The Body Shop, L'Oreal Paris and Maybelline, among others, has 15.8 per cent market share with €17.5 million (RM86.8 million) in sales recorded last year.

The company has 42 factories in the world and 3,000 scientists working in 18 research centres. Each year, it manufactures four billion products and last year alone registered 600 patents.

The company was started by chemist Eugene Schueller in France, in 1909.

It started by making hair products, a hair brightener called L'Oreal d'Or in 1925 and O'Cap in 1928, the first hair water to wash hair without ordinary

water in 1928. A year later, L'Oreal Blanc was launched to achieve platinum blonde locks.

Eventually, it acquired Vichy, Garnier and Biotherm. In the past nine years, it has acquired Kiehl's, Sanofle Organic Cosmetics, The Body Shop and YSL Beaute. It is responsible for such iconic fragrances like Drakkar Noir and Flower Bomb by Viktor & Rolf.

The company may say that it focuses on only one area of expertise — beauty — but by giving a far-reaching definition of the word and by helping others in need, it actually teaches us how to be beautiful.

A Press advertisement for Lancome lipstick and nail polish in 1963.

