



L'Oreal

Locations: France (HQ)

Industries: Household and Personal Products

RISK LEVEL:



Medium Risk

DESCRIPTION:

L'Oreal has not terminated business relationships due to ideological beliefs, though it vets suppliers according to LGBTQ policy. L'Oreal protects its employees against viewpoint discrimination. The company will not donate to faith-based organizations and covers travel costs for employee abortions. L'Oreal uses its reputation and corporate dollars to support LGBTQ causes and organizations. For these reasons, L'Oreal receives a "Medium Risk" rating.

Corporate Weaponization

Has denied service to customers, suppliers, or vendors due to their political views or religious beliefs OR corporately boycotts, divests, or sanctions regions, people groups, or industries. Medium Risk

L'Oreal received a score of 100 on the Corporate Equality Index from the Human Rights Campaign. Among other requirements, this means the company has pledged to vet vendors based on LGBTQ policies (1). There are no known instances of L'Oreal terminating business relationships because of political or religious beliefs.

Charitable giving (including employee matching programs) policies or practices discriminate against charitable organizations based on views or religious beliefs. High Risk

L'Oreal will not match employee donations to churches, religious organizations, or political organizations. L'Oreal's policy states, "We only support non-profit, public-interest organizations that share our Ethical Principles. We do not support organizations whose primary aim is to promote religious exclusivism or political convictions" (1). NOTE: This policy may be due to differing laws and cultural practices regarding religious expression in France, rather than due to any personal bias against religion amongst officials at the company.

Employment policies fail to protect against discrimination based on political affiliation/views and/or religion. Lower Risk

L'Oreal protects its employees from viewpoint discrimination (1).

Corporate Governance and Public Policy

Uses corporate reputation to support ideological causes and/or organizations hostile to freedom of expression. Medium Risk

L'Oreal is a member of the Open for Business Coalition (1). L'Oreal has also signed the CEO Action for Diversity and Inclusion pledge (2), and the company is a member of the Civic Alliance, which advocates against state-level election security bills (3).

Uses corporate funds to advance ideological causes, organizations, or policies hostile to freedom of expression. High Risk

L'Oreal is a Platinum-level sponsor of NYC Pride. L'Oreal indirectly donates to LGBTQ advocacy groups such as GLAAD and GLSEN (1). In addition, L'Oreal announced that it would cover out-of-state travel costs for employees seeking abortions after the overturning of Roe v. Wade (2). L'Oreal's subsidiary CeraVe has a partnership with popular transgender influencer Dylan Mulvaney (3)(45).

Uses corporate political contributions for ideological, non-business purposes.**N/A**

L'Oreal has a policy stating that it "does not contribute to political parties, politicians, or related institutions" (1).

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