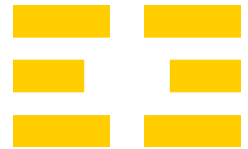




L'Oreal

Subsidiaries: Maybelline, Garnier, essie, CeraVe, Dark & Lovely, La Roche-Posay, Vichy, Stylenanda, Mixa, Magic Mask, Niely, Lancome, Urban Decay
Locations: France (HQ)
Industries: Household and Personal Products

RISK LEVEL:



Medium Risk

DESCRIPTION:

L'Oreal scored a 85 on the Human Rights Campaign's (HRC) Corporate Equality Index (CEI). By complying with Human Rights Campaign's controversial demands, L'Oreal increases the risk of dividing employees, alienating customers and harming shareholders. The company covers transgender-related medical costs for its employees and their children and provides specific sexual orientation and gender identity-based benefits. It also uses sex and gender ideology criteria in employee recruitment, vendor selection, and philanthropic support. L'Oreal forces employees to undergo multiple ideological trainings and uses its corporate funds to support controversial sex and gender ideologies and organizations. L'Oreal is part of the Global Alliance for Responsible Media. However, it has not publicly terminated business relationships based on views or beliefs. Aesop and L'Oreal provides a benefits package for employees which covers travel/lodging costs for an abortion and transgender medical procedures for covered employees and dependents, including children. The company opposed various state and local legislation intended to protect parental rights, girls' sports, bathroom facilities, and gendered spaces. However, it does provide its employees with viewpoint protections. 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 85 on the 2023 Corporate Equality Index (CEI) from the Human Rights Campaign (HRC), a political stakeholder group. The company recruits employees based on sexual identity issues. The company discriminates against vendors that do not promote divisive sex and gender policies, indicating it prioritizes sexual issues over merit (1)(2)(34)(5)(6). However, there are no known instances of L'Oreal terminating business relationships due to views or 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. L'Oreal's HRC CEI rating indicates the company will not donate to non-religious charities unless they embrace controversial sexual identity policies (2)(3)(4).

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

High Risk

L'Oreal provides viewpoint protections for its employees (1). L'Oreal's HRC 2023 CEI rating indicates the company forces employees to attend multiple, controversial trainings on gender identity, sexual orientation, transgender issues, and divisive racial ideology. The company provides gender transition guidelines for its employees and a specific benefits guide with a comprehensive explanation of transgender services funded by the company (2)(3)(4).

Corporate Governance and Public Policy

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

L'Oreal is a member of the Open for Business Coalition (1). L'Oreal's CEO signed the CEO Action for Diversity & Inclusion pledge, which includes a commitment to promote DEI through bias education training in the workplace (2)(3). L'Oreal is a member of the Civic Alliance, which advocates against state-level election security bills (45).

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

L'Oreal provides a benefits package for employees which covers travel/lodging costs for an abortion and transgender medical procedures for covered employees and dependents, including children (1)(2)(3)(4). The company's HRC 2023 CEI rating indicates the company covers transgender related costs for its employees and their children, including paid short-term leave, puberty blockers, cross-sex hormones, chest surgeries, genital surgeries, medical visits and lab monitoring, travel and lodging (5)(6). The company is a member of the Global Alliance for Responsible Media (7)(8)(9). The company is a Platinum-level sponsor of NYC Pride. L'Oreal indirectly donates to LGBTQ advocacy groups such as GLAAD and GLSEN (10). Aesop and L'Oreal provides a benefits package for employees which covers travel/lodging costs for an abortion (11)(12). L'Oreal's subsidiary CeraVe has a partnership with popular transgender influencer Dylan Mulvaney, who has advocated for the provision of gender transition treatments to children under the age of 18 (13)(14)(15). L'Oreal is a corporate partner of the National LGBT Chamber of Commerce (16).

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). L'Oreal does not operate a PAC or engage in lobbying at this time (2)(3)(4).

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