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Press

release

14 November 2011

International Communication

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**40Years of “Because I’m Worth It”**

**A landmark anniversary for a mythical slogan**

**Paris, France (14 November 2011) – L’Oréal Paris, the world’s leading Beauty brand, today celebrates the 40th Anniversary of its mythical slogan, “Because I’m Worth it”. Reflecting an extraordinary journey that has accompanied women’s empowerment over the past four decades, this iconic signature remains, more than ever, modern, inspiring and faithful to all women’s aspirations. To honour this occasion, a celebration event will be held this evening in Paris, hosted by L’Oréal Paris Brand Ambassadors Jane Fonda, Aimée Mullins, Ines de la Fressange, Fan Bingbing and Freida Pinto.**

**A timeless slogan with a modern vision**

Written in 1971 when a social revolution and a new spirit of feminism was in full swing, these four words are bound to the time of their creation. While the commercial’s primary message related to the justification of product pricing – Preference, L’Oréal Paris’ revolutionary hair-colour, was more expensive than its main competitor, Nice 'n Easy by Clairol – a more important social significance emerged: a woman’s value was to be found not only in her physical beauty but also in her sense of self-worth. *“This celebration is about the extraordinary journey of a slogan that resonates today more than ever with women’s aspirations all around the globe. It reflects a certain vision of Beauty, made of self-esteem and empowerment, two values which we are very proud to have at the core of our Brand”* says Cyril Chapuy, Brand Global President.

**A marker of the Brand’s successful globalization**

“Because I’m Worth it” became the Brand’s international statement in 1997, and was extended to make-up and skincare products, while the brand was expanding globally. The phrase struck a cord for women from all over the world: in Western countries but also in Asia, Eastern Europe and the Middle East, where women’s emancipation was (and remains today) a key social issue. Variations of the tagline, using the pronouns “You” and “We”, appeared in campaigns from the 1990s and then in the late 2000s, expressing a new dialogue and complicity with both consumers and the community. Today, the slogan has been translated into 40 languages, and reflects the Brand’s diverse conception of Beauty.

**An inspirational “family” of international spokespersons**

L’Oréal Paris’ international spokespersons lie at the heart of the Brand’s strategy, acting as charismatic role models for an empowered vision of Beauty. Each with exceptional personalities, the individuals who make up this unique “family” reflect the essence of the Brand’s bold signature. From rock star Gwen Stefani to supermodel Claudia Schiffer, fashion icon Liya Kebede, or rising French star Leïla Bekhti, each L’Oréal Paris spokesperson acts as a unique messenger for Beauty in our modern world, and brings an individual interpretation to the Brand’s slogan. Today, “Because I’m Worth it” accompanies women around the world in their aspirations to look and feel beautiful, embodying glamour, strength and self-confidence.

L’Oréal Paris counts more than 25 International Spokespersons among whom Beyoncé Knowles, Gwen Stefani, Claudia Schiffer, Jennifer Lopez, Liya Kebede, Laetitia Casta, Ines de la Fressange, Milla Jovovich, Gong Li, Eva Longoria, Fan Bingbing, Andie MacDowell, Aimée Mullins, Freida Pinto or Rachel Weisz.