

**SEEING IS BELIEVING:
CACHAREL PARFUMS INSPIRES YOUNG GIRLS TO AIM HIGH IN THEIR CAREER CHOICES
AND TO FULFILL THEIR TRUE POTENTIAL THROUGH THE POWER OF ROLE MODELS**

Paris, France, March 24th, 2021 – Cacharel Parfums (L'Oréal Group) today announced the launch of a long-term partnership with the international NGO Inspiring Girls, with the goal of empowering young women aged 10-16 to aim high in a variety of career paths and succeed on their own terms.

This global initiative will train and encourage L'Oréal employees and the brand influencers squad #CacharelSistas to volunteer as mentors at schools and other events, inspiring girls to expand their ambitions and demonstrating how to rise. Additionally, the brand will launch a pilot series of eight Instagram podcast-style videos in French and Spanish called #SISTASCLUB, covering topics including ambition, friendship, family and school while spotlighting the importance of empowering young women to achieve their dreams.

Guillaume de Lesquen, Global President, International Designer Brand Fragrances at L'Oréal, says, *“Too often, girls self-censor their career choices and are easily discouraged from their ambitions because of a lack of strong role models who represent an imaginable vision of success. Cacharel’s ambition with this partnership is to ensure that girls fulfil their true potential by tapping into the power of mentors. It was natural and legitimate for the brand to encourage girls to follow their professional ambition and become masters of their becoming.”*

Vicky Booth, CEO, Inspiring Girls International, adds, *“When it comes to girls’ ambition, the numbers speak for themselves: between the ages of 8 and 14, girls’ self-confidence decreases by 30%¹ and 78% of girls give up on their chosen career path early on in their studies.² 32% of girls between the ages of 11-21 feel that they are given different advice than their male peers about their career paths, even when their interests and capabilities are similar.³ This partnership with Cacharel is an exciting opportunity to introduce young women to a full variety of careers and options in life - and inspire them to aim high.”*

Thanks to Cacharel Parfums’ endowment and support, Inspiring Girls will develop a series of initiatives throughout 2021, including:

- Support of the establishment and launch of Inspiring Girls in France, and support the new Inspiring Girls Clubs in Spain
- Volunteer opportunities for L'Oréal employees to provide mentorship opportunities as role models to inspire young girls
- Online and offline events that engage the broader L'Oréal community to maximize awareness as well as Cacharel parfums’ own community of young women
- #SISTASCLUB, a dedicated eight-part Instagram “podcast” program will provide motivating content. Four of the episodes will be hosted by a French host, @gloria_nbr, with another four led by Spanish actress @berta_vazquez. The videos will be hosted on IGTV and YouTube, with audio versions streamed on major podcast platforms.

¹ Source: Ypulsestudy (USA, 2018).

² Source: Conseil National d'évaluation du système scolaire (France, 2018).

³ Source: Girlguiding « Girls Attitude » survey (UK, 2017).

About Inspiring Girls

Inspiring Girls International is dedicated to raising the aspirations of young girls around the world by connecting them with amazing female role models.

The foundation introduces young women to the full variety of careers and options in life - and inspires them to aim high.

About Cacharel Parfums

Synonymous with youth and freedom since 1978, Cacharel parfums' mission is to be the safe space brand initiating & inspiring millennial girls. All fragrances are the olfactory companions of the various phases in a young woman's life.

Following the legends that are Anaïs Anaïs — a girl's first perfume — and Amor Amor — a declaration of first love — Cacharel Parfums embraced youthful independence with Yes I Am collection.

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