



L'ORÉAL PROFESSIONNEL PURSUES PREVENTION OF MUSCULOSKELETAL DISORDERS AMONG HAIRDRESSERS - LAUNCH OF NEW MOBILE APP -

Paris, November 2nd - Co-developed with the Global Alliance for Musculoskeletal Health NGO, the program **"L'Oréal Professionnel with you against MSDs"** is designed to help hairdressers reduce the prevalence rate of this crucial workplace problem. By end 2016, 431 000 hairdressers worldwide will have been trained thanks to a 15 minute daily exercise regimen deployed in all the brand's education modules. To further its commitment, L'Oréal Professionnel has launched a new free mobile application, **"15' Coach"**, to help hairdressers prevent MSDs and monitor the impact of the program on their health.

MSDs represent 75% of job related health issues among hairdressers

Hairdressers are particularly exposed to MSDs. Standing for many hours in their salon, repeating gestures and bad postures while shampooing, styling or blow drying can lead to severe back and neck pains and carpal tunnel syndrome affecting hands and wrists. In the US, absenteeism and financial compensation due to MSDs represent 20 billion dollars; in France, the financial impact is estimated at 1 billion euros. MSDs can also lead hairdressers to retire up to 10 years before their planned retirement date.

L'Oréal Professionnel Education training sessions

Free to download on Apple and Android stores, the **"15' Coach"** app is available in English, French, German, Spanish, Portuguese, Russian, Chinese and Brazilian. The program starts with a series of questions to assess the level of pain in several key parts of the body: neck, wrists, knees, etc. Users are asked to fill in this section regularly to measure the impact of the program on their health by an independent organization. The workout sessions feature a 5 minute warm-up to prepare muscles at the start of the day, 5 minutes to learn the proper postures and 5 minutes of stretching at the end of the day.

"The L'Oréal Professionnel with You Against MSDs program shows that, as long-term partners of hairdressers, we are committed to improving their work conditions and make sure they live better and longer. We strongly believe that our new 15' Coach mobile app will make a huge difference and help tackle MSDs among hairdressers", says **Marion Brunet**, L'Oréal Professionnel International General Manager.

"The Global Alliance for Musculoskeletal Health is aimed at fighting MSDs worldwide, so we are very happy to partner with L'Oréal Professionnel to tackle this major problem amongst hairdressers. The program will enable the collection of data so that we can better understand MSDs, assess the tangible impact of the program and fine-tune it if needed. Besides, we strongly believe it will contribute to raise awareness about these problems, which goes beyond the hairdresser community and affect or will affect a majority of adults, being the greatest cause of disability in the world", says Professor **Anthony Woolf**, rheumatologist and Chair of the Global Alliance for Musculoskeletal Health.