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**GARNIER COMMITS TO CARE: GARNIER SUPPORTS UNICEF TO HELP CHILDREN AND FAMILIES
AFFECTED BY EMERGENCIES**

Garnier USA, in partnership with its France and U.K. global counterparts, announces its commitment to support UNICEF with a monetary donation of a minimum of \$3.9 million from February 2017 through December 2019

New York, July 19, 2017 – One in four children throughout the world live in areas plagued by natural disasters, epidemics and armed conflicts. Garnier USA, in partnership with its global counterparts in France and the U.K., announces its commitment to support UNICEF’s work helping children in emergencies through a global financial donation. Garnier will donate at least \$1,300,000 each year from February 28th, 2017 through December 31st, 2019.

“At Garnier, we’re committed to building and sustaining communities by connecting people through acts that take care of our planet and give better futures to our next generations,” said Ikdeep Singh, President of Maybelline, Garnier & Essie at L’Oréal USA. “We are honored to partner with UNICEF to support the outstanding life-saving work they do around the world to help children in difficult circumstances. In emergencies, UNICEF uses Child Friendly Spaces to foster an essential sense of security, normalcy and trust, ensuring that society’s youngest and most defenseless can continue to grow, flourish and connect with others in their community to build a brighter future together.”

UNICEF, which operates in 190 countries and territories, responds to children’s needs by providing safe water and hygiene, nutrition, health and protection services and gives hope for the future by creating safe spaces for children to play and learn. Along with ensuring children’s basic needs are met, educational and play-based activities in the spaces help to restore a sense of normalcy for children.

Garnier’s donation will help fund UNICEF’s work with children in emergencies. The UNICEF [School-in-a-Box Kit](#) is just one way UNICEF helps children in emergencies by giving them access to education in the world’s most challenging locations. This hard-shelled, aluminum box has everything a teacher needs to carry on classes for three months for 40 students. In addition to the basic school supplies, such as exercise books and pencils, the kit also includes a locally-developed teaching guide and curriculum, a wind-up solar radio and special paint to transform the kit’s lid into a blackboard.

Garnier’s support could fund up to 5,600 educational and play-based activity kits, reaching up to 300,000 children who need care and support. Additional kits supported include the Early Childhood Development Kit, the Recreation Kit and the Hygiene Kit:

- **Early Childhood Development Kit:** This treasure box can help 50 young children under six to play and develop their skills in a time of stress. Kit contents include: puzzles and games, counting circle and boxes to stack and sort, board books and puppets for storytelling, art

supplies, soaps and water containers for promoting hygiene.

- Within the kit, caregivers will also find an easy-to-use Activity Guide filled with suggestions on how to use each item based on a child's age and interests.
- **Recreation Kit:** This game kit can help 90 children recover from trauma through team sports with a teacher. It includes balls for several types of games, colored tunics for different teams, measuring tape for marking play areas and a whistle and scoring slate.
 - Following a gender analysis of the kit, and in light of UNICEF's priority of girls' education, additional items aimed at encouraging physical activity and sport amongst girls have also been added.
- **Hygiene Kit:** These kits are filled with essential items to help households safeguard family health in the aftermath of natural disasters. Packed in plastic buckets, the kits contain essential household supplies, including: soap, detergent, toothbrushes, toothpaste and towels.

“We commend Garnier for its commitment to helping children in emergencies, who need the support of UNICEF and our partners the most,” said Caryl M. Stern, President and CEO of UNICEF USA. “In any emergency, children are always the most vulnerable group. They face the highest risk of violence, exploitation, disease and neglect. We have a duty to effectively and quickly respond to their needs, therefore giving them the best possible chance of surviving and helping them lead the lives we wish for our own children.”

In partnership with UNICEF, Garnier created a [video](#) to illustrate some of the extreme circumstances that affect children around the world today and are encouraging consumers to join the conversation via social sharing. In stores now through August 31st 2017, Garnier Micellar Water, Fructis and Whole Blends products will feature on-pack messaging communicating Garnier's commitment and donation to UNICEF that will create these kits. During the month of August, in-store displays will reveal impactful visuals and messaging to communicate that Garnier's donation will help children maintain their childhood and education, even in the midst of an emergency situation. Garnier's financial support of UNICEF is not influenced by the purchase of any Garnier product and UNICEF does not endorse any brand, company or service.

For more information please visit: <http://www.garnierusa.com/garnier-and-unicef>

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About Garnier

For over 100 years, Garnier has created innovative, performance-driven products covering all types of beauty needs. Present in more than 65 countries, the brand draws its strength from its young and resolutely optimistic spirit. Garnier's expertise has expanded to cover several areas in the beauty field with iconic and world renowned products in haircare, styling, hair coloration, skincare and more. At Garnier, we embrace individuality by creating must-have products that harness the power of nature and technology to help everyone look good and feel better every day. With Garnier, the best hair starts with strength. For more information, please visit www.garnierusa.com

About UNICEF

The United Nations Children's Fund (UNICEF) works in more than 190 countries and territories to put children first. UNICEF has helped save more children's lives than any other humanitarian organization, by providing health care and immunizations, clean water and sanitation, nutrition, education, emergency relief and more. UNICEF USA supports UNICEF's work through fundraising, advocacy and

education in the United States. Together, we are working toward the day when no children die from preventable causes and every child has a safe and healthy childhood. For more information, visit www.unicefusa.org.