



L'Oréal Paris is proud to serve as the official hair and makeup sponsor of the 68th Emmy® Awards Governors Ball as the Television Academy's partner for the fourth year in a row.

L'Oréal Paris' rich heritage is rooted in celebrating the beauty and intrinsic self-worth of women, reinforced by the brand's signature tag line, "Because I'm Worth It," coined more than 40 years ago. Today, L'Oréal Paris continues to empower every woman who aspires to experience the glamour of the red carpet. Through its partnership with the Television Academy L'Oréal Paris reaches women across the U.S. during one of the biggest nights in entertainment and beauty. The Emmy Awards is an opportunity for L'Oréal Paris to share expert red carpet beauty tips, trends, product information and tools with women everywhere, so they can learn how to get the look they want for any red carpet moment of their own.

For more than 100 years, L'Oréal Paris has been providing women around the world with the most luxurious, innovative beauty products and services available in the mass market. This year at the Governors Ball, guests will have the opportunity to experience L'Oréal Paris products – both new and iconic. Master the most mesmerizing cat-eye looks with L'Oréal Paris's first instant volume mascara, Voluminous Feline, creating full lash density in one coat, lashes have never been so captivating. Complete the perfect Red Carpet cat eye with new L'Oréal Paris Voluminous Liner Noir, lining lashes and creating sleek lines with control and ease. For hair that will last all night, women can use the brand's legendary Elnett Satin Hairspray. It has set the standard for hairspray by delivering long-lasting hold while adding shine and soft touchability. Beloved for its ultra-fine formula that provides exceptional hold and disappears at the stroke of a brush, it leaves hair clean and shiny with a satin touch.

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About L'Oréal Paris: The L'Oréal Paris division of L'Oréal USA, Inc. is a total beauty care brand dedicated to empowering women by offering the most luxurious and innovative products and services available in the mass market. The brand's signature tagline, "Because I'm Worth It," was born in the United States in 1971 to celebrate the beauty and intrinsic self-worth of women, and for more than 100 years, L'Oréal Paris has been providing women around the world with products in four major beauty categories: hair color, haircare, skincare and cosmetics. With L'Oréal's invention of hair color in 1909, the brand continues to serve as the leading innovator of hair products across color, care, and styling with brands such as Superior Preference, Féria, Excellence Crème, Advanced Haircare, Advanced Hairstyle, Elnett Satin Hairspray, the Ever collection, and OleoTherapy. As the #1 skin expert brand worldwide, L'Oréal Paris provides scientifically-advanced skincare products that are developed to address individual skin concerns through its renowned brands Revitalift, Age Perfect, and Sublime Bronze. In 2014, L'Oréal Paris changed the way women interact with makeup by introducing Makeup Genius, an app that allows users to scan a L'Oréal Paris product or advertisement to virtually try on individual products or curated looks. L'Oréal Paris' iconic cosmetics collections include Infallible, True Match, Colour Riche, Voluminous, and Visible Lift. For more information about L'Oréal Paris and to receive personalized advice, expert tips, and exclusive content, please visit www.lorealparisusa.com or follow on Instagram (@LOrealMakeup), Snapchat (@LOrealMakeup), Twitter (@LOrealParisUSA), Facebook (@LOrealParisUSA), and Pinterest (@LOrealParisUS).

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