

L'Oréal is honored for making science attractive to women AROUND THE TOWN IN THE TOWN The Star-Ledger (Newark, New Jersey) February 10, 2008 Sunday

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Not too long ago, a group of female students at Hehnly School in Clark used balloons to build flying machines as part of an "Invent Now" after-school science club.

The club and several other similar science programs in the school district are sponsored by L'Oréal USA, which was honored last month with a "Friends of Education" award from the New Jersey Association for Supervision and Curriculum Development for its support of the science clubs.

The award comes a month after the Clark Board of Education bestowed its first annual "Good Neighbor Award" on the company for its efforts in sponsoring science programs "at no cost to the district or our students," said Vito A. Gagliardi, school superintendent.

Although L'Oréal is an international company with locations all over the world, it maintains a research, development and business office in Clark, he said.

"They are most deserving of this recognition," Gagliardi said, pointing to the company's sponsorship of the "innovative" program to attract more woman into science.

"I'm glad to say it is very popular," he said.

Jennifer S. James, senior vice president of corporate communications and external affairs, said the company "is very proud of our partnership with Invent Now, which encourages young girls to explore and enjoy science."

James said L'Oréal has recognized and supported the work of female scientists for the past 10 years.

The state association award was given to L'Oréal USA for providing girls in grades 1-5 with the opportunity to engage in hands-on, inquiry-based projects that enrich their understanding of science and promote creativity, discovery, teamwork and inventive thinking.

"L'Oréal USA's partnership with Invent Now has been a huge success," said Vincent

Caputo , Northeast regional director for the New Jersey Association for Supervision and Curriculum Development.

He said the group was "delighted to be able to honor L'Oréal USA with a Friends of Education Award."

Caputo said the company "is committed to bringing more girls and women into the math and science fields, and the students love participating in the science clubs and camps."

Laurent Attal , L'Oréal USA's president and CEO, said the company "is pleased to be recognized by the NJASCD for its community sponsorship of Invent Now summer camps and after-school clubs under our For Girls in Science program."

"L'Oréal firmly believes that science needs women and that there is a tremendous opportunity to inspire and engage more girls and young women to be interested in science," she said.

The For Girls in Science program also partners with Lawrence Hall of Science for hands-on, interactive curricula and activity development, and with other leading professional science organizations to inspire and engage more girls in science and math disciplines, according to a company spokesperson.

The program is a regional complement to L'Oréal USA's national Fellowships For Women in Science program, which annually recognizes five postdoctoral female researchers with fellowships.

This year L'Oréal celebrates the 10th anniversary of its international partnership with UNESCO in the global For Women in Science program.

As part of this program, the L'ORÉAL-UNESCO For Women in Science Award annually recognizes and honors the career contributions of five women researchers in the sciences.

L'ORÉAL International Fellowships provide 15 young women at doctoral and postdoctoral levels with grants to conduct groundbreaking scientific research, according to a company spokesman.

The company said its For Women in Science program has awarded more than \$4 million in grants to more than 150 female scientists in 85 countries. The **L'Oreal** USA Fellowships For Women in Science program, established in 2004, has awarded 20 young female scientists with grants totaling \$500,000.

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