

**To:** [rob.wile@nbcuni.com](mailto:rob.wile@nbcuni.com)

**Subject:** Maintaining Accessible Beauty in Evolving Retail Landscape: L'Oréal's Strategy

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Dear Mr. Wile,

Following your insightful article on Macy's closures, we at L'Oréal, a leading global beauty brand, share your concern for how changing retail landscapes might impact consumer access to beauty products. L'Oréal has long championed inclusive and accessible beauty for all, regardless of location or budget. This commitment is reflected in our diverse presence across over 10,000 drugstores nationwide, online retailers, independent beauty stores and our own e-commerce platform.

For instance, our L'Oréal Infallible line offers high-quality makeup essentials at accessible price points in various stores, ensuring inclusivity remains a core value. Additionally, we partner with inspiring individuals like H.E.R., who embodies empowerment and inclusivity, encouraging everyone to embrace their unique beauty.

We believe our focus on accessibility, inclusivity and innovation positions L'Oréal well to navigate the evolving retail landscape while maintaining our commitment to making high-quality beauty products accessible to all. We'd be happy to share further insights and discuss how we're achieving this in the current environment. Thank you for your time and consideration. We look forward to potentially contributing to your future coverage of this important topic.

Sincerely,

Sylvie Feldman

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