

## **Unveiling True Beauty: How Confidence Paves the Path to Success**

**By Nicolas Hieronimus, CEO L'Oréal**

Imagine Skylar, a woman filled with talent and ambition. An exciting opportunity arises at L'Oréal, a perfect match for her skills and aspirations. Yet, a persistent voice of self-doubt and fear holds her back. Not her capabilities, but the expensive attire often seen as a prerequisite for success. This scenario exemplifies the invisible barriers faced by countless women. That's why L'Oréal is proud to partner with Dress for Success®, a remarkable organization dedicated to empowering women through professional attire, interview skills training and career development resources.

Our partnership goes beyond simply providing clothes and the superficial exterior. At L'Oréal, we believe true beauty transcends physical appearance. Feeling confident and self-assured in your presentation is a fundamental quality in order to reach your full potential and take steps toward your accomplishments. Beauty goes beyond makeup; it's a culmination of inner strength, outward expression and an optimistic attitude. By partnering with Dress for Success®, we empower women with the confidence, tools and resources needed to achieve their career goals.

Professional attire plays a crucial role in how a woman feels and presents herself. Dress for Success® provides high-quality interview outfits that go beyond practicality. These outfits are carefully curated to instill self-assurance and boost self-esteem. This way when you walk into an interview you are guaranteed to feel polished and prepared to make a difference and an impact

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on the world. Professional attire fosters belief in your capabilities and sets the stage for a positive first impression. After all, when you feel good, you project confidence and confidence translates into success.

Dress for Success® offers invaluable interview coaching and resume assistance, equipping women with the tools they need to shine in the job market. Mastering interview skills and crafting a compelling resume are essential steps toward landing your dream job. Interview coaches refine communication skills, tackle common anxieties and equip women with strategies to effectively articulate their strengths and values. Resume assistance helps tailor resumes to specific positions, highlighting relevant skills and experiences. This holistic approach ensures women are well-rounded and prepared for every step of the job search process.

The economic landscape has disproportionately impacted women, making Dress for Success®'s services even more critical today. By providing professional attire, interview skills workshops and career development tools, Dress for Success® empowers women to achieve economic independence. They break down financial barriers and allow women to compete on a level playing field. By joining forces with Dress for Success®, we can amplify support and help women overcome these challenges. Learn more about volunteering, donating or attending events on the Dress for Success® website.

Some might argue true empowerment stems from internal strength alone and that focusing on external factors like clothing is superficial. While we firmly believe that inner self-belief is essential, the reality is feeling and looking professional undeniably impacts

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self-esteem. Dress for Success® provides the tools to project outward confidence, further fueling the internal belief system that empowers women to achieve their goals. It's a positive feedback loop.

True beauty, as we understand it at L'Oréal, goes hand-in-hand with confidence and empowerment. Partnering with Dress for Success® allows us to support women on their journey to success, bolstering both their inner strength and outward projection. When women feel confident and empowered, they are unstoppable. This partnership embodies L'Oréal's mission: to empower women to reach their full potential, both inside and out.

Join us in this transformative journey of unveiling true beauty and creating confidence that paves the way for success. Visit the Dress for Success® website to learn how you can contribute to their mission. Together, let's unlock the potential of women and create a world where every woman feels empowered to achieve her dreams.

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