

# L'ORÉAL PARIS MEN EXPERT

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## HUGH LAURIE

### NEW MALE FACE FOR L'ORÉAL PARIS MEN EXPERT

His character in the series *Dr House* is known throughout the world. His deadpan wit and humor have made him one of the most genuine, charming and endearing actors for millions of men and women. L'Oréal Paris is pleased to welcome Hugh Laurie today as a new Ambassador for its range of Men Expert products.

*"At first I thought it was a mistake, but then I realized that L'Oréal wasn't looking for models but real people with strong personalities, who are worth it... and who aren't afraid to proclaim that using cosmetics can be a very masculine decision, after all,"* says Hugh Laurie.

*"Hugh Laurie is the perfect example of a modern man: genuine, uninhibited, strong and willing to pursue his passions to the end. We are very excited that he is the spokesperson for these new liberated men!"* says Cyril Chapuy, Global Brand President of L'Oréal Paris.

Hugh Laurie is a gifted all-rounder. After completing his studies in anthropology at Cambridge University, he started his acting career in 1982 and played many roles in movies and TV series, including *101 Dalmatians* and *Stuart Little*. He has also provided voices in many movies, including *Valiant*, *Monsters Vs. Aliens* and the recently released *Hop* with Russell Brand.

Hugh was already famous in Great Britain by the time he landed the leading role in the series *Dr House*, where he plays Doctor Gregory House so naturally that his performance is almost disconcerting. House is a misanthropic anti-hero who solves medical problems in the manner of a detective. Hugh's performance in the role has brought him two Golden Globes, two Screen Actors Guild awards, two Television Critics Association awards and the People's Choice award in 2009.

The series also took advantage of Hugh's talent as a musician and composer by including musical asides where he sings his own compositions. Hugh is part of the charity cover band *Band from TV*, who donate all their proceeds to different charity organizations. He has also released his first solo blues album, *Let Them Talk*, on the Warner Bros label.

His talent as a writer was also revealed with his first novel, *The Gun Seller*, published in France as *Tout est sous contrôle*. The book is now sold in 30 languages.

The artist doesn't intend to rest on his laurels. Last year he completed the feature film *The Oranges* opposite Leighton Meester, and this year he travels to Papua New Guinea to shoot *Mr. Pip* based on the novel by Lloyd Jones.

He is now joining the L'Oréal Paris family, alongside Gerard Butler, Beyoncé Knowles, Aimee Mullins, Jennifer Lopez, Patrick Dempsey, Gwen Stefani, Jane Fonda and Rachel Weisz.