



FESTIVAL DE CANNES

Partenaire Officiel

Good morning/afternoon -

Celebrating our 12th anniversary as the Official Makeup Artist and Partner of the 2010 Cannes Film Festival (May 12th – 23rd), L'Oréal Paris welcomes you to share in the Cannes red carpet excitement with our most beautiful and talented ambassadors.

During Cannes, our spokespersons, jury members, A-list stars and performers will come to the L'Oréal Paris make-up studio located on the 7th floor of the prestigious Hotel Martinez to get made up by the L'Oréal Paris beauty experts, as well as to discover and adopt the brand's latest creations. In this intimate and exclusive make-up studio dedicated to beauty, the L'Oréal Paris beauty experts will put all of their extraordinary talent and energy into bringing out each woman's unique beauty to dazzle the world as she walks the red carpet.

L'Oréal Paris invites you to visit our exclusive Cannes website to witness all of this red carpet excitement, along with the opportunity to see all of these official beauty looks of Cannes created by L'Oréal Paris. To get the inside scoop on all of the Cannes' activities and special moments, starting on May 12th, please visit: www.lorealcannes.com/pressaccess. Here you will find:

- **Stunning high resolution, colour images, videos and information on L'Oréal Paris ambassadors** as they hit the red carpet.
- **Star Looks** showcasing how to recreate our spokesmodels' red carpet beauty looks.
- **L'Oréal Paris Official Makeup Press Kit** featuring some of the official red carpet beauty looks developed by L'Oréal Paris makeup experts for Cannes, along with the latest and 'must-have' products used to achieve these looks on the world's most beautiful celebrities.

The L'Oréal Paris Official Cannes 2010 Makeup Press Kit is available now for downloading from the Cannes website. Until Cannes starts, you can browse the site to view images of our ambassadors from last year's exciting festival.

The following passcode will give you access to all this exclusive content found on our Cannes website:

m3v1AzM1

(Please note: The above password is case sensitive)

Enjoy!