



**FOR IMMEDIATE RELEASE**

## **L'Oréal Paris Signs Gerard Butler as New L'Oréal Paris Spokesperson for the Men Expert Range**

**MONTREAL – August 5, 2010** – L'Oréal Paris is excited to announce the signing of Hollywood heartthrob and actor Gerard Butler as the new international spokesperson for the Men Expert product range in Canada, Europe and Asia. He will represent the Hydra Energetic line, one of the world's top selling men's skincare lines, with more than 23 million products sold every year worldwide. In Canada, Gerard Butler will begin gracing TV and print ads in January 2011 for Men Expert Hydra Energetic Ice Cold Eye Roller, Canada's top selling skincare product for men.

*"I'm excited to be working with L'Oréal Paris. I have always liked the quality and innovation of their products,"* says Gerard Butler.

*"With his charisma, confidence and modern style, Gerard Butler perfectly embodies the spirit of the Men Expert line. A talented actor, he has enjoyed a string of successes on the silver screen and is renowned for his professionalism. Gerard is just so easy to relate to – his charmingly authentic, natural air will win him the respect of consumers, who can't help seeing themselves in the actor. I am delighted to welcome Gerard as a L'Oréal Paris Spokesperson!"* says Vianney Derville, International General Manager of L'Oréal Paris.

After successfully beginning his career in British theatre, today Scottish-born Gerard Butler is one of Hollywood's most popular leading men. He recently starred opposite Jennifer Aniston in THE BOUNTY HUNTER and has appeared alongside Hilary Swank in the drama P.S. I LOVE YOU, and Katherine Heigl in the romantic comedy THE UGLY TRUTH. Butler's next projects include CORIOLANUS which marks Ralph Fiennes' directorial debut and MACHINE GUN PREACHER directed by Marc Forster.

Gerard Butler's impressive performance as King Leonidas in Zack Snyder's blockbuster 300 catapulted him into stardom. He has appeared in numerous films, with notable examples including DEAR FRANKIE, TIMELINE, TOMB RAIDER 2, GAMER, LAW ABIDING CITIZEN and Guy Ritchie's ROCKNROLLA.

### **About Men Expert Hydra Energetic**

In Canada, the L'Oréal Paris Men Expert line is the #1 sold skincare line for men in mass retailers. L'Oréal Paris *Men Expert Hydra Energetic* product line provides men with

24 hour hydration to help reduce the signs of stress and fatigue. *Men Expert Hydra Energetic* products include moisturizers, Power Cleanser, Anti-Irritation Shave Gel, After-Shave Balm and the Ice Cold Eye Roller. Other Men Expert lines tailored specifically to the skincare needs of men include *Hydra Sensitive* to help fight razor burn, redness and irritation, and *Vita Lift* to combat wrinkles and fine lines.

### **About L'Oréal Paris of Canada**

L'Oréal Paris is a division of L'Oréal Canada, a wholly-owned subsidiary of L'Oréal Group. The largest cosmetics company in the world, L'Oréal celebrated its 100<sup>th</sup> anniversary in 2009. Headquartered in Montreal, L'Oréal Canada had sales of \$849 million in 2009 and employs 1,200 people. The company's prestigious brand portfolio of over 25 brands encompasses all aspects of beauty.

For more information, please visit: [www.lorealparis.ca](http://www.lorealparis.ca)

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