

Myths & Reality

1.

In order to work at L'Oréal, I need to know everything about beauty products, the beauty market and have a passion for the beauty industry.

Of course not. There's no harm in having certain knowledge of the industry, but it shouldn't be regarded as mandatory.

More important to us in interviews is to ascertain whether you have certain personal skills such as interpersonal savvy, learning agility or self-reflection and that you convince us with your own personal experience, educational and vocational background.

Instead of previous beauty knowledge, it is important, for example, that you are able to get into the beauty market and its needs and levers, regardless of the sector you gained your experience in before. Consequently, knowledge transfer is more important to us than factual knowledge of the industry. In addition, there are numerous other competency-based factors which we would like to find out about in the course of the interview(s).

3.

L'Oréal is just a career booster for further steps.

During the interview, we try to see whether we are able to offer you long-term development opportunities in line with your strengths, your skills and your potential. As soon as you start working for us, we will further analyse, deepen and promote them in dialogue with you. This is less about showing you career paths based on these competencies, but more about your own personal development. This development is always regarded as a long-term construct and therefore by definition contradicts the idea of a short-term career boost, e.g. for the next external step.

5.

L'Oréal is a large, well-structured, process-oriented company with guidelines for every possible scenario.

This would probably cause raised eyebrows among most of our employees.

It is important for us to offer you freedom – freedom for your own ideas and possible alternatives, flexibility, adaptations and for taking risks. Ultimately, in a dynamic market we can only be first movers if we have and promote a certain flexibility. Rigid structures and too many guidelines would severely limit our speed. This is why we focus less on prescribing structures and processes and more on providing space for your personal influence.

To be honest, as a company with a 110-year history, we are not a start-up and we don't want to be one either. But neither do we correspond to the „conventional“ concept of a large German corporation. For example, our decentralised organisation structure allows us to work in small entities, bringing us much closer to the way start-ups work.

7.

There's a "dog-eat-dog" mentality at L'Oréal.

The challenges our market offers can only be mastered through collaboration and less through individual performance. Therefore, if you were to visit us, you would quickly notice that we work closely together and „teams are the new heroes“ is more than just an empty phrase to us.

Our headquarter J1 in Duesseldorf for example offers plenty of opportunities for collaboration and, as a result, teamwork is actively encouraged.

9.

L'Oréal is L'Oréal Paris.

L'Oréal Paris is a (major) brand in the L'Oréal brand world, but not the only one. Our brand world extends over four divisions, which correspond to the relevant sales channels: luxury products, professional products, consumer products and pharmacy products.

11.

From whom can I learn at L'Oréal?

You will learn a lot through your work, your new responsibilities and your colleagues. At the same time, you will learn from you and the things you want to drive forward. If that's not enough, we offer you numerous workshops and seminars (e.g. digital basecamps) or you can attend individual training courses in consultation with the HR Learning Team and your superior.

It is important to us that the direction you would ultimately like to develop in is always up to you. We are pleased to support and coach you in specific areas.

2.

L'Oréal is a "marketing-only" company.

Needless to say, marketing is an important topic when we put the consumer at the centre of all our activities. Marketing enables us to reach consumers in a more targeted way and to find out exactly what they want and what they don't want. However, to take the consumer journey to the next level, we need all functions and areas of activity of our company equally. This naturally includes sales, trade marketing, product management, supply chain, controlling, legal, research, digital marketing, e-commerce, e-shop management, business intelligence and much more.

4.

The one who shouts the loudest will be promoted.

We promote not just certain individuals. As everyone has different motivations and ambitions, it is important to understand them together. Communication is indeed an important skill, but it is certainly not the only one or even the most important. That's why we discuss your individual skills, strengths and personal talents with you and then see which role(s) could suit you in the mid- and long term. The focus is always on your personal development rather than on predetermined career paths.

6.

Only women work at L'Oréal.

Many of our products (but certainly not all of them) are aimed primarily at women and are therefore marketed to specific target groups. From the consumer's point of view, it is therefore reasonable to assume that the majority of our employees are women. However, the reality is different. At L'Oréal Germany, there is an almost equal ratio of men and women.

Working at L'Oréal means contributing to a successful business today and in future. This calls for much more than „just“ being an enthusiastic consumer. Rather, it is about developing potential and using it productively in your role.

8.

At L'Oréal the atmosphere is very impersonal. Surnames are used. You have to wear a suit.

In general, everybody dresses the way he or she thinks is right – this can be a suit or casual attire. We believe that there are more important matters than dress codes (e.g. to be consumer-centric). Of course, there is the occasional customer or trade partner appointment where a more formal look is appropriate. Nevertheless, you should dress as you feel comfortable.

In general, we work collaboratively towards common goals, which inevitably creates a personal and approachable working atmosphere. Resulting from the collaborative approach, we use first names right from the start – regardless of the hierarchical level. Furthermore, our managing directors work in the same open space, ensuring open communication and transparency.

10.

L'Oréal focuses on specific universities only.

We operate nationwide and are convinced that every single university has exciting profiles (regardless of the type of university). Of course, it is not possible to have the same physical presence everywhere. Nevertheless, our recruitment system is aimed at interns, graduates and experienced jobseekers from all over the country. The approach we follow is primarily digital, for example via LinkedIn, Xing, Kununu, Facebook, Instagram or via our career page. Furthermore, we regularly offer events (e.g. our Brandstorm business game) which every student enrolled in Germany can participate in.