

L'Oréal My Beauty Apps recognized by Brandon Hall Group



L'Oréal Travel Retail Americas and L'Oréal Travel Retail Asia Pacific won three coveted Brandon Hall Group awards, the most prestigious awards in the learning & development industry



The 2021 Brandon Hall Group HCM Excellence Awards are given for work in Learning and Development, Talent Management, Leadership Development, Talent Acquisition, Human Resources, Sales Performance, Diversity, Equity & Inclusion and Future of Work.

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My Beauty Club, the e-learning and community app for L'Oréal Travel Retail Americas Beauty Advisors won the following:

- A Gold award for excellence in the Best Advanced Custom Content category
- A Bronze Award for excellence in the Best Use of Mobile Learning category

L'Oréal Travel Retail Americas' microlearning content has helped to engage its base, while improving product knowledge and skillset. This content has also supported its ability to forge the kind of knowledge sharing company culture that so many organizations aim to achieve and its interest to unite users with a shared passion for sustainable beauty.

The community app for L'Oréal Travel Retail Asia Pacific won the following:

- A bronze award for excellence in Best Learning Team category

The team behind the L'Oréal Travel Retail Asia Pacific app have succeeded in transforming the company's learning strategy by creating an engaged community of users, which has directly led to increased training efficiency.

Entries are evaluated by a panel of veteran, independent senior industry experts, Brandon Hall Group analysts and executives based upon the following criteria: functionality, innovation, consumer demand, program design and measurable benefits.