

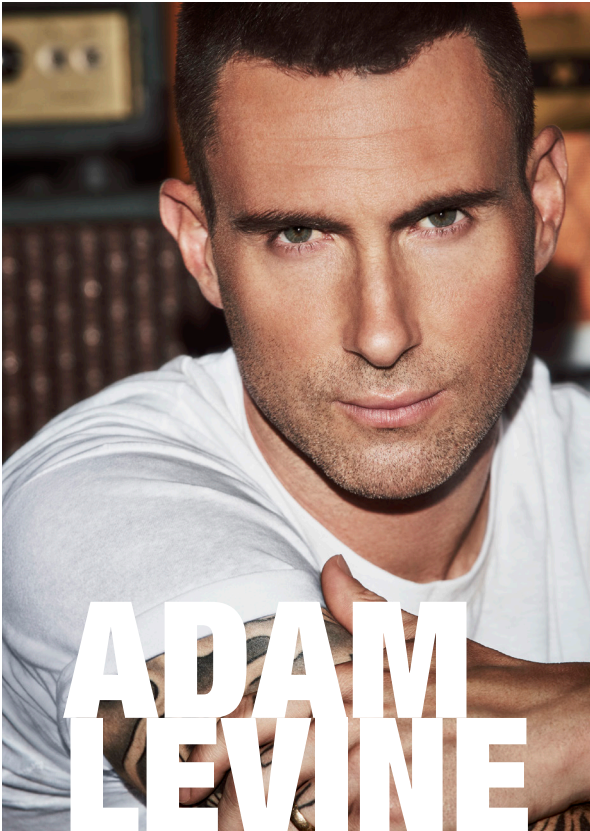
PRESS RELEASE

L'ORÉAL
MEN EXPERT

NEW GLOBAL SPOKESPERSON

ADAM LEVINE

THE FREE ROCK SPIRIT



**L'ORÉAL MEN EXPERT IS PROUD TO ANNOUNCE
ADAM LEVINE AS THE GLOBAL SPOKESPERSON
FOR THE HYDRA ENERGETIC RANGE.**

**REPRESENTING ALL FACETS OF THE MODERN
MAN, FEW ARTISTS ARE AS TIRELESS AS THE
MULTI-TALENTED FRONT MAN OF MAROON 5
MAKING HIM THE PERFECT PARTNER FOR THE
ANTI-FATIGUE RANGE.**

HEADLINE ACT

Musician, actor and mentor, you'd have to be living on Mars to escape the phenomenon that is Adam Levine. With numerous multi-platinum albums under his belt and three Grammy Awards to boot, to say that Levine is prolific is an understatement – just ask his 11.7 million Instagram followers. But the LA native is also a man of our times; he's a family man as much as a businessman and front man.

Gentleman and rebel, father and style icon, he represents the multi-layered, multi-faceted modern man with his off-stage persona being just as relevant as his rockstar status. Beyond the guitar and the tats, Adam Levine is known for his irreverence and sense of humour as well as his grit and determination and between tours, family time, and The Voice he perfectly embodies the Men Expert man.

'The daily act of caring for yourself is important to me, so I'm looking forward to representing L'Oréal's Men Expert brand. To be the voice of this campaign is a great way to motivate men through the simple move of taking good care of the faces we're given.'

Adam Levine

'Adam Levine is one of the greatest musical artists in the world, an icon that reaches all generations as the lead singer of Maroon 5. The unlimited energy he brings to his performances and life makes him a powerful spokesperson that embodies our vision of the modern Men Expert man. We are delighted to welcome him to the brand.'

**Pierre-Emmanuel Angeloglou,
L'Oréal Paris Global Brand President.**

POWERFUL VOICE

Bold and known for his signature deadpan banter, it's perhaps no surprise that Levine finds himself returning for the 15th season as a coach on The Voice. But as well as notching up a veteran status on the award-winning show, he's also used to raising awareness for philanthropic causes and using a platform of loyal followers on social media to speak for those whose voices are less able to be heard. For Maroon 5's most recent hit, 'Girls Like You' featuring Cardi B, Levine persuaded 26 kick-ass women from Jennifer Lopez to Ellen DeGeneres – as well as his wife Behati and daughter Dusty Rose – to appear in the video. From social justice activists to actresses, the message of the video was clear; women rock and Levine wants to make sure that everyone knows it.

GOOD ENERGY

Adam Levine doesn't do things by halves. Unfiltered, uncensored and totally unstoppable, his desire to give 110% to everything he does whether it's on the basketball court or on stage is exactly why he personifies the Hydra Energetic range and he will be the face of the Anti-Fatigue Moisturiser from January 2019.

From rocking stadiums around the world, Levine is in total synergy with Men Expert's mission to drive awareness of causes through the everyday act of men's grooming and Men Expert is thrilled to welcome Adam Levine to the L'Oréal Paris line-up.

