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| **HEADER** | **:** | #NEWS: Adam Levine Announced as New Spokesman for L’Oréal Men Expert |
| **SUB-HEADER** | **:** |  |
| **TAGS** | **:** | News, Adam Levine, Loreal Men Expert, Grooming, Skincare, Hydra Energetic |
| **BYLINE** | **:** | Monde Mtsi |
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| **HASHTAG(S)** | **:** | #news #lifestyle #grooming #skincare #style #adamlevine #lorealmenexpert #lorealparis |

***START***

L’Oréal Men Expert have announced multi-talented American singer, songwriter and actor, Adam Noah Levine as the new global spokesman for the brand. The Maroon 5 lead singer and “The Voice” judge will be the face of the brand’s Hydra Energetic range. The announcement comes is line with evidence of Levine’s classic modernity: today’s ordinary man, being a great father and husband, living his dream as an internationally acclaimed entertainer, tirelessly striving to always deliver 110% of himself to everything he does – making him the perfect partner for the anti-fatigue range.

“*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,” cites L’Oréal Paris Global Brand President, Pierre-Emmanuel Angeloglou. “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.”*

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.

*“The daily act of caring for yourself is important to me,” states Adam Levine. “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.”*

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 quoted as ‘thrilled to welcome Adam Levine to the L’Oréal Paris line-up’.

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