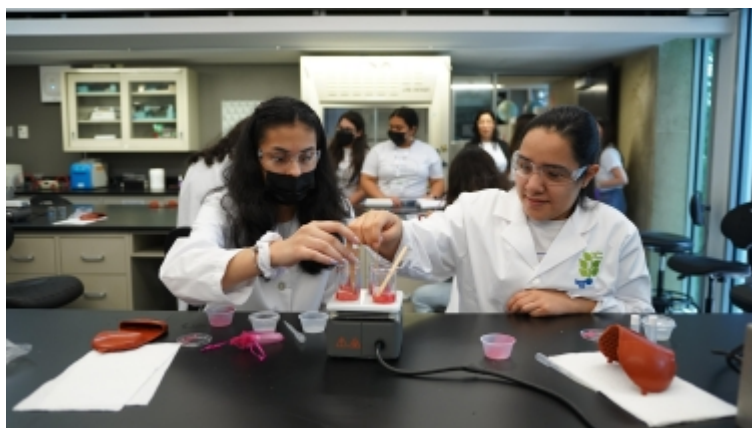


L'ORÉAL CARIBE AND CIENCIA PUERTO RICO PARTNER TO PROMOTE GIRLS AND WOMEN IN SCIENTIFIC CAREERS ^[1]

Submitted by Alondra Caraballo Franco ^[2] on 16 November 2022 - 9:36am



^[2]



L'Oréal For Girls in Science Puerto Rico has the mission to encourage STEM careers among high school female students

San Juan, PR. November 12, 2022 – With the purpose of advancing and increasing the participation of teenage girls in fields related to science, technology, engineering, and mathematics (STEM) in Puerto Rico, L'Oréal Caribe, the leading beauty company, in partnership with the non-profit organization **Ciencia Puerto Rico**, launched their corporate social responsibility program: **For Girls in Science Puerto Rico**. The program officially launched November 12 at the University of Puerto Rico, Río Piedras Campus. The event gathered the 20 high school students chosen to participate at the first edition of the program alongside 10 mentors, which are accomplished women in diverse professions within STEM.

For Girls in Science Puerto Rico seeks to increase interest and abilities in STEM in 9th-11th grade girls, provide academic support and mentorship in route to college, expand their support network and transform them in mentors and role models for other girls.

The participating students graduated from the **Seeds of Success program from Ciencia Puerto Rico**, one of the most important science organizations on the Island. The first cohort was selected for their performance as STEM ambassadors and their commitment to continue their academic formation in science and technology. Each student has been paired up with a mentor, who will be offering support in the development of an individualized academic plan that will prepare the students for college acceptances in their preferred STEM program. During the program, L'Oréal Caribe and Ciencia Puerto Rico will organize in-person and online events of mentorship, scientific challenges, STEM trainings, inspirational talks from other women in STEM, and more.



“L'Oréal's commitment to the cause of women in science runs deep. The For Girls in Science program was established by the Fondation L'Oréal with the mission of elevating the science field as an attractive career and inspiring girls to become the next scientists. We launched this program in Puerto Rico to reach schools with the fundamental message of encouraging young women to choose scientific careers. In partnership with Ciencia Puerto Rico, we empower girls and women in scientific careers,” emphasized Dave Hughes, General Manager at L'Oréal Caribe.

“We're honored to have the support of L'Oréal Caribe. Our objective is to inspire the next generation of scientists, engineers, technicians, and mathematicians of Puerto Rico and with this new initiative in collaboration with L'Oréal Caribe, we can aspire to inspire and continue developing programs for these young women,” said Dr. Greetchen Díaz Muñoz, Director of

Science Education program and Community Partnerships at Ciencia Puerto Rico.

L'Oréal For Girls in Science is a component of the international program L'Oréal-UNESCO For Women in Science, led by the Fondation L'Oréal, an international philanthropic organization created in 1998 that has recognized and awarded more than 3,900 women scientists in more than 110 countries. Under the slogan "The World need Science and Science needs Women," the L'Oréal For Women in Science programs seek to empower women and young girls through national and regional scholarships. The women scientists that are currently completing a postdoctoral investigation on the Island or on the United States can apply to a \$60,000 scholarship under the L'Oréal USA For Women in Science program. Each year the company honors five eminent women scientists from 5 regions around the world, including the Caribbean, for their contributions to science with a 100,000 euros prize through the International Awards L'Oréal UNESCO For Women in Science program. For more information or to participate, visit <https://www.forwomeninscience.com/> [3].



About L'Oréal Caribe

L'Oréal is recognized as the world's leading beauty company, encompassing a wide variety of brands within four main divisions: Consumer Products Division, Professional Products Division, Luxe Division and Active Cosmetics Division. L'Oréal Caribe manages a portfolio of 31 global beauty brands, including L'Oréal Paris, Garnier, Maybelline New York, NYX Professional Makeup, Essie, Carol's Daughter, Dark & Lovely, Lancôme, Ralph Lauren, Yves Saint Laurent Beauté, Giorgio Armani Beauty, Cacharel, Kiehl's, Clarisonic, Urban Decay, It Cosmetics, Diesel, Atelier Cologne, Valentino, Maison Margiela Paris, L'Oréal Professionel Paris, Redken, Kérastase, Matrix Professional Technology, Pureology Serious Color Care, Mizani Professional Technology, La Roche Posay, Vichy, Dermablend Professionel, and CeraVe. L'Oréal Caribe has been named Great Place to Work and is a "W-Certified" company. From its offices in Puerto Rico, L'Oréal Caribe manages the Caribbean Region with 25 island markets, sharing a common purpose to create the beauty that moves the world. For more information visit <https://www.loreal.com/es-pr/caribe/> [4].

About For Girls In Science

The L'Oréal Foundation is launching a new version of its For Girls in Science program designed to encourage high school girls to choose scientific careers. The For Girls in Science program offers selected high school girls the opportunity to join a support program throughout the school year, which includes participation in a scientific challenge, a scientific trip and inspiring meetings, cultural outings and visits to companies. Individual academic support will also be offered according to the needs of the high school girls to reinforce their potential.

About Ciencia Puerto Rico

Ciencia Puerto Rico (CienciaPR, www.cienciapr.org [5]) is a global community of more than 15,000 scientists, students, educators, and allies who understand that science can empower people with the knowledge, ability, and developmental capability to improve their lives and society. The organization taps into this rich and diverse community to democratize science and transform science education and professional training. Since 2006, CienciaPR has successfully engaged and trained scientists, students, and educators, and created culturally relevant educational resources and experiences that enhance students' aptitude and interests toward science and self-confidence in their scientific abilities. CienciaPR's efforts over the past decade have garnered multiple accolades, including being named a "Bright Spot" for Hispanic education by the White House in 2015.

CONTACTO
L'ORÉAL

Gabriela Berríos
787-662-6229 [6]
gabriela.b@adworkscorp.com [7]

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