

L'ORÉAL

J A P A N



Profile

Jérôme BRUHAT

President and Representative Director
Nihon L'Oréal K.K.

Jérôme Bruhat was born in France 50 years ago and has been with the L'Oréal Group for 26 years, where he has held several positions in marketing and general management in five countries including France, Belgium, Germany, Japan, and the USA.

He began his career in 1991 in the marketing department of L'Oréal headquarters in Paris as product manager of designer fragrances, and then took on different beauty categories until he became Marketing Manager for Gemey/Maybelline France. In 1999, he started an international career in the USA as International Marketing Director for Maybelline New York, before becoming General Manager in Belgium and later in Germany.

From 2008 to 2010, he took on a new challenge in Japan as Consumer Division General Manager at Nihon L'Oréal, where he achieved strong sales growth, and Maybelline New York became the first foreign brand to reach the top 3 brands in mass makeup in Japan. Thereafter from 2010 to 2013, under his leadership as L'Oréal Germany & Austria Country Manager, the L'Oréal Group became the absolute No.1 beauty company in Germany. As Global Brand President of Maybelline New York and Essie from 2013 to 2015, he was able to strongly increase its market leadership in the USA and in the world.

Since July 2015, under his second tenure in Japan, he serves as President and Representative Director at Nihon L'Oréal. Present in Japan since 1963, L'Oréal provides more than 20 brands in various channels of distribution including luxury, mass, professional and medical, but also has its only luxury products factory in Asia, as well as an important international Research & Innovation Center. He wishes to make Japan a strong country of innovation for the L'Oréal Group and rise as a top foreign beauty player across its diverse distribution channels. Together with his team, he strives to make Nihon L'Oréal a good citizen, an attractive place to work for talents and an innovative maker of international brands answering the various aspirations of the demanding Japanese consumers.

He currently sits at the Board of the French Japanese Chamber of Commerce and Industry since February 2016, and is a Director at the Board of the international brand Shu Uemura. As of July 2016, Nihon L'Oréal is the first foreign cosmetics company to be supporting member of the Gender Equality Bureau Cabinet Office's "Declaration on Action by a Group of Male Leaders Who Will Create a Society in which Women Shine."

In Germany, he also was previously an active member of the Board of the Brand Association "Markenverband" and a French Foreign Trade Advisor.

In his spare time, he likes to golf, to ski and is an active participant in motorsports racing. He also loves discovering Japan.

L'Oréal Group (www.loreal.com)

As the world's leading beauty company L'Oréal has devoted itself to beauty for over 100 years. The company boasts a unique portfolio of 34 international brands, being present across all distribution channels from mass market, department stores, pharmacies and drugstores, to hair salons, and has over 89,300 employees. A global Research and Innovation network with a dedicated research team of 3,870 people, are at the core of L'Oréal's strategy, working to meet beauty aspirations all over the world and attract one billion new consumers in the years to come. L'Oréal's new sustainability commitment for 2020 "Sharing Beauty With All" sets out ambitious sustainable development objectives across the Group's value chain.

Nihon L'Oréal (www.nihon-loreal.jp)

Started its business in 1963, thereafter in 1996 established Japan subsidiary Nihon L'Oréal K.K. The company has 2,500 employees carrying out business in import, manufacturing, sales and marketing of cosmetics, fragrances and hair care products. 22 brands are currently present in Japan including Lancôme, Shu Uemura, Kiehl's, Yves-Saint-Laurent, L'Oréal Paris, Maybelline New York, Kérastase and L'Oréal Professionnel. The Nihon L'Oréal Research & Innovation Center (Mizonokuchi, Kawasaki City) opened in 1983, serves as an innovation hub for Japan and Asia, with over 200 researchers, 58% of which are women.

Awarded "BEST CSR AWARD 2017" by the French Chamber of Commerce and Industry.