



## L'Oreal USA Opens Its New Jersey Headquarters In Berkeley Heights

BERKELEY HEIGHTS, N.J., Sept. 30 /PRNewswire/ -- At a ceremony presided over by State Senator Tom Kean Jr. and Berkeley Heights Mayor David A. Cohen, L'Oreal USA officially opened its New Jersey headquarters at 50 Connell Drive in Connell Corporate Park, Berkeley Heights. This is L'Oreal USA's second corporate headquarters; the first is located in New York City.



(Photo: <http://www.newscom.com/cgi-bin/prnh/20090930/NY84673> )

This new state-of-the-art facility, which carries the L'Oreal name, is home to over 400 employees. The company occupies 156,000 square feet covering four floors. In keeping with its mission to be environmentally friendly, the facility was developed as a high performance "green" building incorporating energy-efficient and sustainable design criteria.

LEED Gold certification is being pursued for the outer structure with Silver LEED certification underway for the interior. The company's commitment to creating a sustainable environment is reflected in all aspects of the building. Some of the highlights include: high energy performance windows, giving 90% of the building's interior access natural daylight and views, reducing the need for artificial light; HVAC (Heating, Ventilation, Air-Conditioning) and lighting systems designed to maximize their energy performance; water-conserving plumbing fixtures serving to reduce the building's overall water use by 30%; use of regionally extracted materials and low emitting materials (adhesives, paint, carpet, coating); use of FSA-certified wood from renewable forests. Additionally, during construction 75% of waste was diverted from the landfill.

In keeping with the environmental theme, the floors of the building are based on nature: the second floor is painted blue with a water theme, the third floor is green with a botanic theme and the fourth floor is orange, dedicated to product sustainability. Additionally, messages are displayed throughout the floors illustrating L'Oreal's commitment to sustainable development. Conference rooms feature high-end technology and the building has a concierge service and an on-site cafe.

L'Oreal USA's efforts toward environmental responsibility are in line with those of the L'Oreal Group, which is committed to reducing its environmental impact and aims for greater eco-efficiency where possible. Over the past five years, the company has reduced direct CO2 emissions by 23%, energy consumption by 17%, water consumption by 25% and waste reduction by 26% per finished product. Additionally, both the L'Oreal Group and L'Oreal USA are committed to creating a safe and healthy work environment for all employees.

"One of our highest priorities is ensuring that our employees know that L'Oreal is a great place to work," said Frederic Roze, President and CEO of L'Oreal USA. "Our state-of-the-art facility at Berkeley Heights and the technology it offers provide employees with an atmosphere of openness, collaboration and efficiency. In partnership with the Connell Company, we are pleased to have as our New Jersey headquarters a building that reflects high environmental standards in keeping with L'Oreal's ongoing commitment to sustainability."

"We are pleased to welcome L'Oreal USA to Berkeley Heights," said David A. Cohen, Mayor of the Township of Berkeley Heights. "This building, which reflects both L'Oreal's and the Connell family's commitment to the environment, will serve as a wonderful example of what can be accomplished in creating facilities built for the future."

### About L'Oreal USA

L'Oreal USA, headquartered in New York City, with 2008 sales of over \$4.5 billion and over 9,000 employees, is a wholly-owned subsidiary of the L'Oreal Group, one of the world's leading beauty companies. In addition to corporate headquarters in New York, L'Oreal USA has Research and Development, Manufacturing and Distribution facilities across eight states in the

U.S., including New Jersey, Kentucky, Arkansas, Illinois, Ohio, Colorado, South Carolina and Texas.

L'Oreal's impressive portfolio of brands includes Lancome, Giorgio Armani, shu uemura, Yves Saint Laurent Beaute, Biotherm, Viktor & Rolf, Diesel, Cacharel, L'Oreal Paris, Garnier, Vichy, La Roche-Posay, L'Oreal Professionnel and Kerastase. The U.S. is the base for the product development, international marketing and advertising for L'Oreal's eleven American brands: Maybelline New York, Soft-Sheen.Carson, Kiehl's Since 1851, Ralph Lauren, Redken 5th Avenue NYC, Matrix, Logics, Mizani, Pureology, SkinCeuticals and Dermablend. For more information on our brands visit [www.lorealusa.com](http://www.lorealusa.com).

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