

# Kérastase and NAWEM Celebrate a Year of Empowering Young Women Entrepreneurs in Malaysia Through the Power Talks Mentoring Program

**Kuala Lumpur, Malaysia – March 7, 2025**– Kérastase, the leading professional luxury haircare brand, and the National Association of Women Entrepreneurs of Malaysia (NAWEM) are proud to celebrate the successful completion of the first year of the Power Talks mentoring program in Malaysia. This groundbreaking initiative, designed to bridge the confidence gap faced by young women entrepreneurs, has provided invaluable support and guidance to 62 beneficiaries including women entrepreneurs, coaches and mentees across Malaysia. The program's success was celebrated at a vibrant graduation ceremony held on February 27, 2025, at the L'Oréal Academy Malaysia in 1 Powerhouse, attended by approximately 100 guests, including Tomas Hruska (Managing Director of L'Oréal Malaysia & Singapore) & Pn. Saliza Abdullah (Deputy President of NAWEM).

Studies reveal that a significant portion of young women worldwide grapple with self-limiting beliefs and often undervalue their capabilities in comparison to their male counterparts. This confidence gap can significantly impede their progress and success, especially during critical junctures in their careers. Recognizing this challenge, Kérastase launched Power Talks as a long-term global commitment to nurturing confidence and unlocking the full potential of young women worldwide. This initiative resonates deeply with L'Oréal Group's global mission to empower women and champion diversity and inclusion within the beauty industry and beyond.

This collaboration with NAWEM, a distinguished organization dedicated to empowering women entrepreneurs from diverse sectors and ethnic backgrounds across Malaysia, has proven instrumental to the program's success. NAWEM's unwavering commitment to providing leadership, resources, and support seamlessly aligns with the core objectives of Power Talks. The program's dynamic blended learning approach, combining immersive physical mentoring sessions with readily accessible flash mentoring opportunities, facilitated deeper engagement and fostered a stronger sense of community among participants. A series of carefully crafted workshops led by:

- Pn. Saliza Abdullah [Deputy President of NAWEM]
- Dr. Andal Krishnan [Lead Mentor of NAWEM]
- Drona Dewi [Project Manager of NAWEM]

has also provided participants with a robust toolkit of essential business skills and practical knowledge, giving them a competitive edge in the dynamic world of entrepreneurship.

The program's impact is perhaps best encapsulated by Miss Shavania, one of the program participants, who shared, "From being directionless to knowing what I want – that's the transformative power of

Power Talks." This sentiment was echoed by Miss Nabilla, another participant, who added, "Power Talks gave me the courage and confidence to be myself. I feel empowered and equipped to succeed, thanks to Kérastase and NAWEM." Witnessing the remarkable growth in confidence and the tangible achievements of these inspiring young women is incredibly rewarding. The unwavering dedication of our partners at NAWEM, the passion and expertise of our mentors, and the enthusiasm and commitment of our mentees have created a truly impactful program. We firmly believe that empowering women to realize their full potential is not just a social imperative, but a catalyst for a more equitable and prosperous future, a belief that lies at the heart of L'Oréal Group's global mission.

Kérastase remains committed to the long-term success of the Power Talks program. Information regarding recruitment for the 2026 program will be announced by NAWEM in the coming months. Please stay tuned for further updates.

