



## Pinto, Lilly, Banks lend their faces to L'Oreal

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NEW YORK, May 13 (UPI) -- Actresses Freida Pinto, Evangeline Lilly and Elizabeth Banks have been named spokeswomen for L'Oreal Paris, the company, based in France, said Tuesday.

Pinto is one of the stars of the Oscar winner *Slumdog Millionaire*, Lilly is a cast member of TV's *Lost* and Banks is known for her work in the big-screen comedies *The 40-Year-Old Virgin*, *Role Models* and *Zack and Miri Make a Porno*. She has also appeared in the films *Seabiscuit* and *W*.

"On the eve of the Cannes Festival, to which I want to reiterate our attachment, L'Oreal Paris is delighted that these great stars of world cinema have agreed to represent our brand," Jean-Jacques Lebel, president of L'Oreal Consumer Products, said in a statement.

"I am very moved to be joining the great L'Oreal Paris family and all these personalities: a family I am now proud to be a part of," Pinto said.

"It is a source of great pride for me to represent a brand whose ambition is to respond to every person's aspirations to beauty, and contribute to the fulfillment and well-being of everyone," Lilly said.

"I am so honored to be one of the newest L'Oreal Paris spokespeople and to join such a distinguished group of women who proudly say the iconic phrase 'Because You're Worth It,'" Banks said. "What impresses me most about L'Oreal is the company's commitment to empowering women. L'Oreal wants women everywhere to not only take charge of their beauty, but to also take control of their health and well-being."

To that end, the new L'Oreal spokeswomen will also have the opportunity to participate in L'Oreal Paris' many charitable organizations and initiatives, such as 'Women of Worth.' The 'Women of Worth' initiative - which counts Kerry Washington, Eva Longoria and Beyonce as spokespeople - encourages women all over the country to nominate women in their communities who have done amazing charity work. For more information, visit [www.womenofworth.com](http://www.womenofworth.com).

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