

# L'Oréal Türkiye 50+ Tech Women Guru Program:

“NOT JUST A GAP  
OPPORTUNITY TO LEAD”

BEYOND AGE, BEYOND BOUNDARIES:  
OUR 50+ INCLUSION REVOLUTION

*Powered by beauty tech, empowering  
50+ women inclusively*

# A GROWING WORKFORCE GAP, A HIDDEN CONTRADICTION



Türkiye's median age risen from **28** to **35** in the last 20 years\*.

*\*Source: TÜİK 2024  
(Turkish Statistical Institute)*

Türkiye's labor force participation for the 55–64 age group is only **36%\*\***.  
(32 pts below the OECD average)

*\*\*Source: OECD 2024*

# THE PROBLEM IS NOT CAPACITY, IT'S PERCEPTION

## A CAPABLE & NEEDED WORKFORCE

Deep experience & know how  
45-55 age group shows higher GENAI Usage than 35-44\*\*\*

Proven ability to learn & adapt

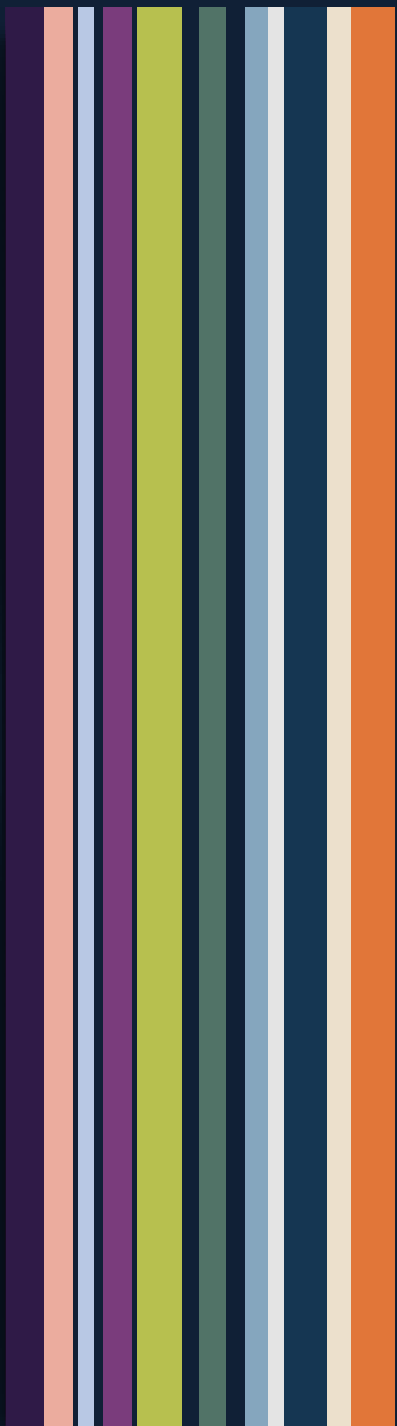
\*\*\*Source:PWC



## YET EMPLOYERS HESITATE

Biggest concern:  
50+ employees may not adapt to technology\*\*\*\*

\*\*\*\*Source: Turkish  
Employment Agency  
2024



# THE SOLUTION:

## L'Oréal Türkiye 50+ Tech Women Guru

Empowering 50+ women with digital including AI skills

**TO REGAIN CONFIDENCE & REJOIN THE WORKFORCE**



# TURNING INSIGHT INTO IMPACT: SCALING IT

## 2025 :The Adaption Year

Reached to 3000+ 50+ Women



250% above target!



12 Free online trainings



2 L'Oreal TR trainers included

## 2026 : Scaling Our Impact



Expanding to >5.000+ 50+ Women



25 Modules from GEN AI to self-esteem



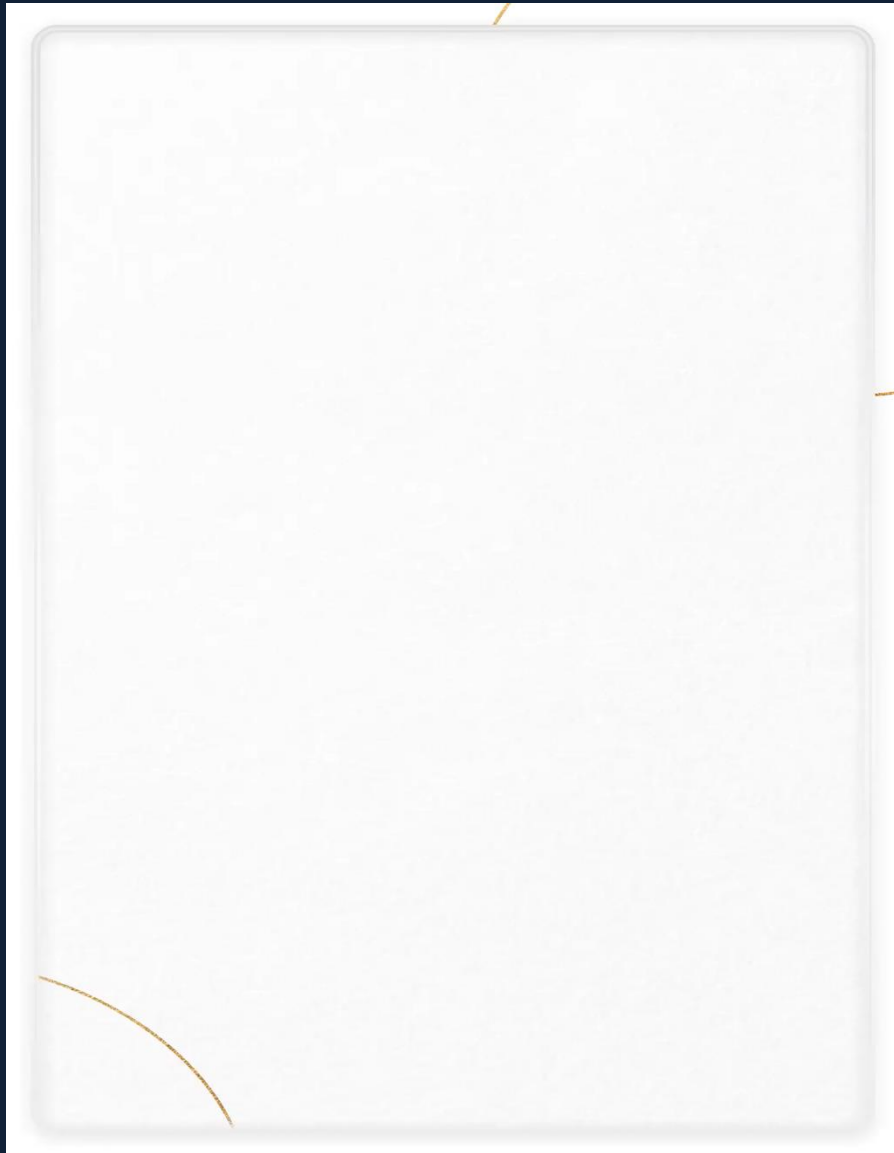
8 L'Oreal TR trainers included



Enabling support through:

- Reverse Mentoring Program
- SROI Report + Alumni Network + The Digital Resource Hub

# VOICES OF OUR BENEFICIARIES



*"Broadened horizons, endless possibilities." — Age 63,  
Association Member*

*« Redefined my self-belief & felt I am never alone." —  
Age 50, Self-employed*

*«Opened my own shops on Etsy! Applying everything I  
learned in the SM training. " — Age 59, Retired*



BEAUTY OF  
INCLUSION  
AWARDS

# FUTURE & SCALE UP



By 2030, 1 in 6 people aged 60+

\*\*\*\*\* (WHO)

Global talent shortage at 75%.

\*\*\*\*\* (ManpowerGroup)

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## A SCALABLE MODEL FOR GLOBAL IMPACT:

Right Ecosystem  
Leveraging



Low Cost via digital  
learning



Focused on high  
demand skills  
(Digital & AI)

"When Experience Meets Technology,

Beauty Moves the World."

