

### Lesson 3 :

## The Father of the feel-good factory

Sir Lindsay Owen-Jones does not like being photographed. 'Do I have 10 smile?' he says gruffly. He exudes the air of a man who has done this many, so many times before. Such expertise derives from the fact that Sir Lindsay is frequently photographed with models, girls far taller than he is, who wear lipstick, 10 eye shadow and nail polish made by L'Oreal, the company he has worked for since 1969. For nearly 20 years, he was Chief Executive of L'Oreal, the world's biggest beauty company 15 and owner of brands such as Maybelline, Redken, Lancome and Vichy.

Although he stepped back from the day-la-day funning of the company 20 two years ago. handing over the job to Jean-Paul Agon, he remains Chairman. Sir Lindsay, who turn s 62 this month. has spent the better part of his life trying to convince women and 25 men that buying L'Oreal 's lotions and shampoos will make them feel good. L'Oreal is a curious destination for a man who had 'no intention' of taking a job in the consumer goods 30 industry. Yet he was drawn to the beauty company. ;ll was still quite a small company, but was thought to

be going places and was considered a great example of creative marketing 35 and original advertising campaigns. Cosmetics is a business of intuition. Consumers don't tell you what they need; you've gal la guess.' He credits his predecessor, 40 Franois Daile, with teaching him basic business sense while he was working his way up the ranks of L'Oreal.

by Jenny Wiggins

'He single handedly ran this  
45 company and did every marketing job  
for every brand, all at the same time.  
But he was a genius. I think one of the  
reasons I got responsibility so young  
was that I could interpret the things he  
50 said, which often were the opposite  
of what he actually said literally. So  
when I got the job as Chief Executive,  
it came totally naturally to me that  
my priority was going to be to write  
55 L'Oreal in the sky of every country in  
the world.'

Under Sir Lindsay's leadership,  
L'Oreal did just that. Annual sales  
rose from a few million euros to more  
60 than €17bn as the company acquired  
foreign cosmetic groups such as Shu  
Uemura in Japan, Kiehl's in the US  
and the Body Shop in Britain.  
Sir Lindsay harboured international  
65 ambitions even as a child. 'My mother  
dreamed of panics at Monte Carlo

and the bright lights. She transmitted  
to me the idea that excitement and  
fun was being international and  
70 travelling and speaking languages. It  
was easy as a teenager in a slightly  
grim 1950s Britain [0 see the cars  
going into Monte Carlo and to say.  
"Wow, one day I'm going to be there."

**2-Without looking back at the article, complete the gaps with prepositions.**

- 1 - Such expertise derives ..... the fact that Sir Lindsay is frequently photographed.
- 2 - Although he stepped ..... the day-to-day running of the company two years ago, handing ..... the job ..... Jean-Paul Agon, he remains Chairman.
- 3 -He credits his predecessor, François Dalle , ..... teaching him basic business sense.
- 4- ... while he was working his way ..... the ranks of L'Oreal.
- 5- My mother dreamed ..... parties at Monte Carlo.

**3-Match the phrasal verbs (1-6) to the nouns (a-f).**

- |                    |                                 |
|--------------------|---------------------------------|
| 1 - to take on     | a) a proposal/suggestion        |
| 2 - to be up to    | b)the job                       |
| 3 - to put forward | c) criticism                    |
| 4 - to deal with   | d) your resignation             |
| 5 - to hand in     | e) responsibility for something |
| 6- to come in for  | f) a problem                    |

# Homework ; 3

1-the article and match the descriptions below (1-10) to these four people. Two of the descriptions are not mentioned in the article.

a) lindsay Owen-Jones

b) Jean-Paul Agon

c) François Dalle

d) lindsay's mother

1-had international ambitions from a very young age.

2 - runs L'Oreal.

3 - is Chairman of L'Oreal.

4 - was attracted to L'Oreal before it became very successful.

5 - relaxes by sailing and skiing.

6 -was attracted by the lifestyle of the rich and famous.

7 - ran the company on his own.

8 - likes going to concerts and reading.

9 - climbed the career ladder at L'Oreal.

10 - dreamed of parties at Monte Carlo.

#### 4-Discuss the questions. ;

- 1- Would you like to work for Sir Lindsay? Why? / Why not?
- 2 - What kind of leader would you like to work for?
- 3 - Who is the worst leader you have come across?

- 5 - Extract from the texts all terminologies

And translated from english into Arabic **قم باستخراج كل المصطلحات وقم ترجمتها من  
الإنجليزية الي العربية**