- Aesthetics

516 QC citizens graduate from L'Oreal Digital Beauty Academy

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L'ORÉAL Philippines celebrates the historic and inaugural year of the Digital Beauty Academy (DBA) program, a beauty and social media entrepreneurship training for livelihood building, by recognizing 516 successful graduates from the two batches concluded in 2023.



In the graduation ceremony at the Quezon City Hall on Jan. 16, 2024, L'Oréal, Spark! Philippines, TikTok and the Quezon City government recognized the citizens who completed the two-month training program and students who emerged at the top of their class.

With new online livelihood opportunities rising in the Philippines, the L'Oréal Digital Beauty Academy helps students gain the necessary skills to kickstart their digital journey. This program is a milestone in the brand's commitment to use the power of beauty and education as a catalyst for social inclusion in the Philippines.

"I am grateful for opportunities like this where we are able to help our Quezon City residents kickstart careers, especially in the digital field, and change lives for the better," Quezon City Mayor Joy Belmonte said as she commended the program and addressed the graduates.

Through the program, many individuals, who each have their own story, were able to realize their goals and showcase certain skills that they were initially unaware of, like Ericson Lee from Quezon City District 6 and Angelica Galang, a previous graduate of the program.

"We are moved by the impact that the Digital Beauty Academy training has had on its graduates. Guided by 'Beauty for A Better Life' principles, we believe that beauty and education can be catalysts for social inclusion, providing women with self-confidence and empowerment. We look forward to further expanding programs like this to other beneficiaries and cities around the country," L'Oréal Philippines Managing Director Yannick Raynaud said.