

L'ORÉAL

L'Oréal Announces The Creation Of The Department Of Innovation To Develop Beauty Products And Services Of The Future

Clichy, April 3rd 2008

L'Oréal Group today announced the creation of the L'Oréal Department of Innovation, reporting directly to Jean-Paul Agon, whose mission will be to invent the beauty products and services of the future. Nicolas Rosselli, previously Deputy Managing Director of the Professional Products Division, will head the division with a view to identify the latest consumer expectations alongside recent scientific and technological discoveries.

By working very closely with the Advanced and Applied Research Departments from the earliest stages of development, the L'Oréal Department of Innovation will support the Group's major long- and medium-term innovation projects across the brand portfolio, further positioning L'Oréal as a global leader in cutting-edge cosmetic technology.

Throughout his 35 years' with the Group, Nicolas Rosselli has maintained a strong role at the heart of development and innovation, working closely with the Research and Development laboratories, envisioning new areas of development, inventing new products and maximising on emerging trends.

Jean-Paul Agon, CEO of L'Oréal said, "Our capacity to innovate is an absolute priority to ensure L'Oréal's continuing success in the competitive beauty business. It is mainly thanks to this ability that L'Oréal has become and will maintain its position as a forerunner in its field in the years to come."

News Release

About L'Oréal

L'Oréal has devoted itself to beauty for over 100 years. With its unique international portfolio of 34 diverse and complementary brands, the Group generated sales amounting to 25.8 billion euros in 2016 and employs 89,300 people worldwide. As the world's leading beauty company, L'Oréal is present across all distribution networks: mass market, department stores, pharmacies and drugstores, hair salons, travel retail, branded retail and e-commerce.

Research and innovation, and a dedicated research team of 3,870 people, are at the core of L'Oréal's strategy, working to meet beauty aspirations all over the world. L'Oréal's sustainability commitment for 2020 "Sharing Beauty With All" sets out ambitious sustainable development objectives across the Group's value chain. www.loreal.com

"This news release does not constitute an offer to sell, or a solicitation of an offer to buy L'Oréal shares. If you wish to obtain more comprehensive information about L'Oréal, please refer to the public documents registered in France with the Autorité des Marchés Financiers, also available in English on our Internet site www.loreal-finance.com.

This news release may contain some forward-looking statements. Although the Company considers that these statements are based on reasonable hypotheses at the date of publication of this release, they are by their nature subject to risks and uncertainties which could cause actual results to differ materially from those indicated or projected in these statements."

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