

L'ORÉAL

L'Oréal Marketing Award Gets A New Name

Paris, December 7, 2004-L'Oréal kicks off the 2005 edition of its renowned marketing competition with a new name and the biggest game ever with hundreds of participants from over 30 countries including Mexico, China, Japan, Australia and Russia.

This year the competition's brand managers decided that L'Oréal Marketing Award needed a makeover for its 13th edition. The goal was to launch a truly inspirational communications campaign that could best reflect the international and creative identity of L'Oréal. Brand managers asked several design agencies to prepare eight proposals for the new identity of the marketing award. The final decision was made by international university student Focus Groups who chose "L'Oréal Brandstorm" because it inspires students to express themselves creatively by turning their original ideas into reality.

L'Oréal Brandstorm is a dynamic marketing competition which allows students throughout the world to put themselves in the place of a L'Oréal brand manager by giving them a chance to innovate one of L'Oréal's existing international brands.

Undergraduates in their last year of studies or MA candidates from the world's leading universities work with an advertising agency to create an innovative marketing campaign. They then present the fruit of their reflection in the national finals between December 2004 and May 2005. Over 90 national winners will travel to Paris in late June to compete for the world title, new job opportunities, and a tour of the globe.

This year's brand case study is L'Oréal Studio Line styling products for the mass market. Students are challenged to respond to the needs of the diverse group of Studio Line consumers: men and women, teenagers, thirty-somethings and the aging baby-boomers. Creativity, analysis and understanding of the brand's values will be at the crux of their grade but a funky hair style won't hurt.

L'Oréal Brandstorm provides the L'Oréal group with a unique opportunity to recruit international talents. Since its founding in 1991, the competition has attracted 14,300 students, allowing L'Oréal marketing managers and human resources recruiters to identify talented potential employees by seeing them in action.

"At L'Oréal we have a true passion for our business and L'Oréal Brandstorm is an opportunity for us to transmit that passion and inspire a new group of marketing students to choose the L'Oréal school of marketing. It's a valuable experience for both sides: we are inspired by their fresh insights into our business, and they can use their own creativity to great effect and get a preview of what it's like to be brand managers of an international company" said Geoff Skingsley, Deputy Director of Human

Resources at L'Oréal.

Last year's winning team from Canada's York University's Schulich School of Business enchanted the jury with its new line of night-time skin care products called "Biotherm Homme Rejuvenate."

Press Contact:

International :

Niki PAPADOPOULOU

Tel: 01 47 56 76 88

e-mail : npapadopoulou@dgc.loreal.com

Further information on:

<http://www.brandstorm.loreal.com>

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."

Contacts L'OREAL (switchboard + 33 1.47.56.70.00)

Individual shareholders and market authorities

Jean Régis CAROF
Tel : + 33 (0)1.47.56.83.02
jean-regis.carof@loreal.com

Financial analysts and institutional investors

Françoise LAUVIN
Tel : +33 (0)1.47.56.86.82
francoise.lauvin@loreal.com

Journalists

Stéphanie Carson-Parker
Tel : + 33 (0)1 47 56 76 71
stephanie.carsonparker@loreal.com

For further information, please contact your bank, stockbroker or financial institution (I.S.I.N. code: FR0000120321), and consult your usual newspapers or magazines or the Internet site for shareholders and investors, www.loreal-finance.com, the L'Oréal Finance app or call the toll-free number from France: 0.800.66.66.66.

Anne-Laure RICHARD
Tél : +33 (0)1.47.56. 80.68
annelaure.richard@loreal.com

Polina Huard
Tél : +33 (0)1 47 56 87 88
polina.huard@loreal.com

Vanessa Wang
Tel : +33 (0)1 47 56 76 88
vanessa.wang@loreal.com