

L'ORÉAL

APPOINTMENT TO THE EXECUTIVE COMMITTEE OF L'ORÉAL

Clichy, 29 September 2014 – **Barbara LAVERNOS** is appointed **Executive Vice-President Operations** (sourcing, production, supply chain) and member of L'Oréal's Executive Committee as of November 1st, succeeding Jean-Philippe BLANPAIN.

A graduate of l'École des Hautes Etudes d'Ingénieur (HEI France), **Barbara LAVERNOS**, aged 46, joined L'Oréal in 1991 as a buyer at the Aulnay factory, before becoming Head of Purchasing at the Ormes factory for make-up and perfume. In 2000, she was appointed Head of the Rambouillet factory. In 2004, she was appointed General Manager of Purchasing for the Group overseeing the buying of raw materials, packaging, merchandising and promotional material, real estate and general expenses. In 2012, Barbara Lavernos was appointed General Manager of the Travel Retail for L'Oréal Luxe and in 2013, General Manager of the Group's Travel Retail Worldwide, the new multi-divisional Travel Retail business which encompasses all the brands of L'Oréal Luxe, Active Cosmetics, Professional Products, Consumer Products and The Body Shop.

About L'Oréal

L'Oréal has devoted itself to beauty for over 105 years. With its unique portfolio of 28 international, diverse and complementary brands, the Group generated sales amounting to 23 billion euros in 2013 and employs 77,500 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 styling salons, travel retail and branded retail.

Research and innovation, and a dedicated research team of 4,000 people, are at the core of L'Oréal's strategy, working to meet beauty aspirations all over the world and attract one billion new consumers in the years to come. L'Oréal's new sustainability commitment for 2020 "Sharing beauty with all" sets out ambitious sustainable development objectives across the Group's value chain.

www.loreal.com

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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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