

L'ORÉAL

L'Oréal Receives Prestigious Global Business Coalition On Hiv/Aids (Gbc) Award

L'ORÉAL RECEIVES PRESTIGIOUS GLOBAL BUSINESS COALITION ON HIV/AIDS (GBC) AWARD for the Application of its Core Business Skills to Fight AIDS

London – May 23, 2006 – The Global Business Coalition on HIV/AIDS paid tribute to the role of business in the global fight against AIDS and honoured L'Oréal for its ongoing commitment to applying its core business skills to combat AIDS, yesterday at its 2006 Awards for Business Excellence Gala.

L'Oréal was presented with the GBC Core Competency Award for its innovative AIDS education programs around the globe.

In 2005, L'Oréal and UNESCO joined forces in the battle against AIDS through the Hairdressers of the World Against AIDS. This program promotes awareness about the HIV virus through the regular training programs L'Oréal provides to their global network of hairdressers and UNESCO's educational and scientific expertise. Hairdressers of the World Against AIDS is in place in France, the UK, Brazil and India and will soon be in place on all continents. Training materials on HIV/AIDS have been prepared with UNESCO, including an innovative film, presentation materials and an interactive quiz.

L'Oréal provides regular training for their 2 million hairdressers around the world. It is estimated that they have some 500 million clients.

L'Oréal's efforts in the combat against AIDS started 5 years ago in South Africa, where L'Oréal offers its personnel and their beneficiaries a full service which includes prevention, anonymous HIV testing, and if needed, treatment.

Beginning in 2002, L'Oréal included a module about HIV/AIDS in their hairdresser training sessions in Africa which also includes a pamphlet included in all SoftSheen.Carson products for hairdressers, a certificate of participation and an educational poster for salon owners to display to show that "Your Hairdresser Cares". Since 2002, over 200,000 hairdressers from 24 African countries have benefited from this training program which empowers them to deliver key HIV/AIDS prevention messages.

Sir Lindsay Owen-Jones, President of the Board of Directors of L'Oréal said "L'Oréal has a long standing commitment to helping local populations in the countries in which we operate. The Hairdressers of the World Against Aids is today one of our most prized programmes as it allows us to mobilise hairdressers from our professional salons network throughout the world and utilise our training know-how to support HIV/AIDS prevention globally."

The GBC will honor six award recipients, including L'Oréal, at a high-level Awards Gala in London. Speakers at the Gala and Awards ceremony will include: European Commission President José Manuel Barroso, Sir Elton John and Graça Machel. CNN Chief International Correspondent Christiane Amanpour will serve as master of ceremonies.

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Note to Editors

About the Global Business Coalition on HIV/AIDS (GBC) The Global Business Coalition on HIV/AIDS (GBC) is the pre-eminent organization mobilizing the resources of the business community in the fight against HIV/AIDS. The rapidly-expanding alliance of 212 international companies is dedicated to combating the AIDS epidemic through the business sector's unique skills and expertise. GBC's expert teams assist member companies in the design and development of specialized programs that leverage a company's assets and business skills to tailor an individual response to the crisis. GBC is the official focal point of the private sector to the Global Fund to Fight AIDS, TB and Malaria. For more information, please visit the GBC website at www.businessfightsaids.org. ###

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

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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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