

L'ORÉAL

L'ORÉAL REVEALS ITS FIRST CONNECTED BEAUTY DIGITAL INNOVATION

Clichy, 15 May 2014 – L'Oréal announces today the launch of the first connected beauty digital innovation called "Makeup Genius" exclusively available through L'Oréal Paris.

Based on the insight that beauty is one of the most Googled topics in the world (about 4 billion searches a year), the group's innovation incubator decided to respond to the needs expressed by consumers by offering greater customisation and interaction with their brand.

"By combining our knowledge of consumers and the science of colours with technologies for monitoring facial expressions, we have been able to calculate the best possible algorithm capable of producing an extremely realistic colour-rendering in real time using just an iPhone camera," said Guive Balooch, Director of the Connected Beauty Incubator, L'Oréal Research & Innovation. This innovation will enable L'Oréal Paris to offer all women an unprecedented beauty "e-routine".

The world market leader in beauty, L'Oréal Paris aims to be a pioneer in tools offering consumers a personalised experience. Makeup Genius will enable consumers to test makeup products using their mobile phone or tablet as a virtual mirror. Consumers can now test makeup products, a new makeup look, or scan a bar code at the point of sale and instantly experience the most premium and innovative Before & After service.

"We believe that one of the major trends to come concerns the virtual reality experience, which will offer consumers a new and effective way of trying products, learning how to use them and personalise them, with unparalleled results for the consumer», said Cyril Chapuy, President of L'Oréal Paris International.

Makeup Genius will be launched in France, the United States and China in May 2014, then in other countries where the brand is present.

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, 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

About L'Oréal Paris

As the number one beauty brand in the world, L'Oréal Paris makes the most innovative products accessible to everyone. The brand shares a unique vision of beauty, supported by 35 diverse international spokespersons, icons such as Jennifer Lopez, Freida Pinto, Jane Fonda, Eva Longoria, Julianne Moore, Lara Stone, Liya Kebede, Fan Bingbing or Hugh Laurie. The exceptional careers and charismatic personality of L'Oréal Paris's ambassadors embody a certain beauty ideal summed up in the legendary signature: "Because you're worth it."

[Download the press release](#)

Contact Media

Clémence Fugain | clemence.fugain@loreal.com | tél. : 01 47 56 83 06

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