

L'ORÉAL

L'Oréal Usa Signs Agreement To Acquire Essie Cosmetics

Clichy, April 21st, 2010 at 6:30 p.m.

L'Oréal USA today announced the signature of an agreement to acquire Essie Cosmetics, the ultimate nail color authority in the US, founded in 1981 by Essie Weingarten, and mainly sold in American salons and spas.

Essie's net sales through the last 12-month period were \$28 million.

This acquisition will enable L'Oréal to increase its share in the nail color and care market which has seen significant growth year over year.

The acquisition is expected to be completed within 60 to 90 days, subject to customary US and international regulatory approvals.

"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 at L'Oréal (switchboard: +33 1 47 56 70 00)

Individual shareholders and market authorities

Mr Jean Régis CAROF

Tél. : +33 1 47 56 83 02

jcarof@dgaf.loreal.com

Financial analysts and Institutional investors

Mrs Caroline MILLOT

Tél. : +33 1 47 56 86 82

cmillot@dgaf.loreal.com

Journalists

News Release

Mrs Stephanie CARSON-PARKER

Tél. : +33 1 47 56 40 24

gmercier@dgc.loreal.com

For more information, please contact your bank, broker or financial institution (I.S.I.N. code: FR0000120321), and consult your usual newspapers, and the Internet site for shareholders and investors, www.loreal-finance.com, or its mobile version on your cell phone, <http://loreal-finance.mobi> ; alternatively, call +33 1 40 14 80 50.

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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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