

L'ORÉAL

L'Oréal Named One Of The “World’S Most Ethical Companies” For 2010

Award from Ethisphere Institute Recognises L'Oréal's Ethical Leadership

Clichy, March 23, 2010 – L'Oréal, the world leader in cosmetics, has been recognised by the Ethisphere Institute as one of the “World’s Most Ethical Companies” for 2010* , among a record number of nominations from thousands of companies in more than 100 countries and 36 industries.

L'Oréal's commitment to ethics and achievements have once again been recognised by the Ethisphere Institute, a think-tank dedicated to the creation, advancement and sharing of best practices in business ethics, human rights, corporate social responsibility, anti-corruption and sustainability.

Based on in-depth research and a multi-step analysis, the companies selected for this ranking have demonstrated exemplary behaviour in ethical commitment and positive engagement with local communities. The rankings of the “World’s Most Ethical Companies” 2010 will be published in Ethisphere Magazine's Q1 issue and is already available on Ethisphere's website :

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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