

# L'ORÉAL

## Brazil: Acquisition Of Colorama Brand

Paris, 2nd July 2001 - The L'Oréal group announces signing a binding agreement for the acquisition of Colorama, the Brazilian mass-market make-up and shampoo brand, from Revlon.

Launched in 1976, the brand is number one on the Brazilian nail varnish market and holds a leading position in shampoo products.

Colorama net sales for the year 2000 amounted to Brazil Reals 80 million, that is to say, 40 million euros, converted at the present rate of exchange of 1 euro=1,98 real.

"With this acquisition, L'Oréal has strengthened the position it already holds in the Brazilian mass-market make-up sector with Maybelline," said Joseph Bitton, Managing Director of L'Oréal's Latin American operations.

The acquisition's total amount of 64 million euros includes the industrial plant in Sao Paulo. The plant will increase the group's production capacity, enabling it to keep pace with the rapid expansion of L'Oréal brands already marketed in Brazil.

Transfer of ownership will take place on completion of the various measures necessary to finalise the deal.

L'Oréal has been operating in Brazil since 1960, in salon products with L'Oréal Professionnel and Redken, in the mass-market sector with L'Oréal Paris, Maybelline and Garnier, in luxury products with Lancôme, Helena Rubinstein, Biotherm, Armani Ralph Lauren and Cacharel fragrances, and in dermocosmetics with La Roche Posay.

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### Contacts at L'OREAL

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Shareholders and Regulatory Authorities

#### **Mr François ARCHAMBAULT**

Tel.: 00.33.1.47.56.83.45 <http://www.loreal-finance.com>

#### **Analysts and Institutional Investors**

#### **Ms Caroline MILLOT**

Tel.: 00.33.1.47.56.86.82

Fax : 00.33.1.47.56.80.02 Journalists

#### **Mr Lorrain KRESSMANN**

Tel : 00.33.1.47.56.40.24

[lkressmann@loreal.com](mailto:lkressmann@loreal.com)

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For further information, please consult the Internet financial site,  
<http://www.loreal-finance.com> (e-mail : [info@loreal-finance.com](mailto:info@loreal-finance.com)) or call the local-rate  
number: 00.33.1.58.13.51.36

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L'OREAL - 41 rue Martre - 92117 CLICHY-France

## 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](http://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."*

## **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](mailto:jean-regis.carof@loreal.com)

### **Financial analysts and institutional investors**

Françoise LAUVIN  
Tel : +33 (0)1.47.56.86.82  
[francoise.lauvin@loreal.com](mailto:francoise.lauvin@loreal.com)

### **Journalists**

Stéphanie Carson-Parker  
Tel : + 33 (0)1 47 56 76 71  
[stephanie.carsonparker@loreal.com](mailto: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](http://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](mailto:annelaure.richard@loreal.com)

Polina Huard  
Tél : +33 (0)1 47 56 87 88  
[polina.huard@loreal.com](mailto:polina.huard@loreal.com)

Vanessa Wang  
Tel : +33 (0)1 47 56 76 88  
[vanessa.wang@loreal.com](mailto:vanessa.wang@loreal.com)