

# L'ORÉAL

## L'Oréal Acquires Biomedic

**Paris, 9th May 2001 - The L'Oréal Group and the CosMedic Concepts company have just signed an agreement. According to the terms of the agreement, the CosMedic Concepts company yields its BioMedic brand and range of products to L'Oréal.** Located in Phoenix, Arizona, BioMedic was founded in 1990 by Cristina Carlino and David Watson. It is specialized in skin care products to accompany dermatology and plastic surgery treatments. BioMedic, whose range includes 60 products, is present in 1,500 doctors offices throughout the U.S.A. The brand is furthermore distributed in 25 countries. The company achieved a turnover of about 14 million euros in 2000, of which 17% originated outside the United States. *"This acquisition will strengthen L'Oréal's product portfolio in the dermocosmetics and will accelerate our expansion in this rapid growth market,"* indicated Guy Peyrelongue, President and CEO of L'Oréal U.S.A. The international development of BioMedic will be driven by LA ROCHE POSAY, a brand of cosmetic products developed especially for dermatologists. Present in 30 countries, the brand is part of L'Oréal's Active Cosmetics department. *"The acquisition of the leading American brand of cosmetics designed for use by dermatologists and plastic surgeons, in association with L'Oréal research, will provide L'Oréal with a powerful position in this potentially strong market throughout the world,"* stated Laurent Attal, managing director of L'Oréal's Active Cosmetics department.

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### Contacts at L'OREAL

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Shareholders and Market Authorities

**Mr François ARCHAMBAULT**

Tel : +33(0)1.47.56.83.45

E-mail : [info@loreal-finance.com](mailto:info@loreal-finance.com)

Financial Analysts and Institutional Investors

**Mrs Caroline MILLOT**

Tel : +33(0)1.47.56.86.82

Fax : +33(0)1.47.56.80.02 Journalists

**Mr Lorrain KRESSMANN**

Tel : +33(0)1.47.56.40.24

<http://www.loreal.com>

**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 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](http://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](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)