

L'ORÉAL

L'Oréal Announces Divestiture Of Johnson Product Brands To Wella Ag

Paris (December. 15th , 2000) -- L'Oréal USA has signed a contract to divest two brands of Johnson Products to Wella AG, following a directive from the Department of Justice.

In order to complete the acquisition of Carson Products, which was purchased this summer, the Department of Justice required L'Oréal USA to divest the Gentle Treatment and Ultra Sheen Supreme brands along with the Johnson Products name. Wella was the highest bidder and was able to meet the requirements of the Department of Justice for approval of the deal within the time allowed.

Under the terms of their agreement, L'Oréal will be making the products for Wella for up to 12 months at the Johnson plant in Chicago.

All of the other Carson brands, including Dark & Lovely and Magic Shave and the 14 Soft Sheen brands, including Optimum Care, Breakthru and Mizani, remain with L'Oréal and provide a comprehensive offering to the African American consumer.

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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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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