

L'ORÉAL

L'Oréal Ingenius Contest 2007 - Engineer Your International Career

Paris, 4 January 2007

L'Oréal, the world's leading cosmetics company has kicked off the third edition of its international engineering and scientific competition, the L'Oreal Ingenius Contest 2007.

Launched in China in 2001, the competition has since been successfully increasing rolled out in seven countries which include France, Germany, Mexico, Canada, the USA, Poland and China.

L'Oréal Ingenius Contest has been designed to offer an attractive, live and complete overview of the challenges the 2500 L'Oréal engineers have to meet. Participants will have the opportunity to compete with students from around the world and experience real industrial workplace challenges. In addition to the educational value of the competition, L'Oréal Ingenius Contest is one of the most innovative recruitment tools existing that allows L'Oréal to set up academic partnerships with different universities. The competition enables every student to come into direct contact with L'Oréal managers and recruiters and hence see them in action.

"L'Oréal Ingenius Contest is a key component of L'Oréal's approach to recruitment. The contest allows us to identify in a very creative and innovative way the top industrial students with the strongest potential", says Louis Comte, the Group's Human Resources Director for Industry.

L'Oréal Ingenius Contest 2007 case study will present a newly acquired plant with obsolete production equipment for health, safety, quality, environment, supply chain and information system. The challenge requires the students to adapt the new plant to L'Oréal's standards and then to launch the Fructis product range including shampoos and conditioners for an entire geographical zone.

Last year's winning team was from Brazil's Instituto Maua de Tecnologia. The students enchanted the jury with their creative and strategic thinking. The Chinese team from Zhejiang University won second place, and Mexico's team from Universidad Panamericana won third place. During the past 5 years, L'Oréal Ingenius has allowed 20 players from around the world to join L'Oréal's engineering teams and start a fascinating career within the Group.

Press Contact Zatahah Idris: + 33 1 47 56 76 88 zidris@dgc.loreal.com

Website : <http://www.ingenius-contest.loreal.com>

News Release

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."

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