

L'ORÉAL

L'Oreal Ranked As One Of The “World’S Most Ethical Companies” According To Ethisphere Magazine

Paris, June 13th , 2007 – L'Oréal, the world leader in cosmetics, has been designated one of the world's most ethical companies by Ethisphere Magazine, an Ethisphere Council* publication which highlights the strong links that exist between profit and ethics.

The companies selected by Ethisphere Magazine have demonstrated exemplary behaviour in ethical matters and compliance with regulations, in their ethical and social commitment, and in their positive engagement with the communities in which they operate.

“L'Oréal is honoured to be recognized as one of the world's most ethical companies”, said Emmanuel Lulin, Director of Ethics. “We are convinced that companies who do business with integrity, who respect their employees and demonstrate responsible corporate citizenship benefit from an undeniable strategic advantage. This recognition is a wonderful encouragement to us all.”

Ethisphere Magazine offers insight on how to create sustainable competitive advantage through ethical business practices and corporate citizenship.

The editors of the magazine chose fewer than 100 companies out of more than 5,000 organizations analyzed over a six-month period. Companies were selected on the basis of a rigorous eight-step screening process, and were then rated on nine ethical leadership criteria.

*About the Ethisphere Council

The Ethisphere Council was created in 2006 by Corpedia, a leader in risk assessment, and by the Practising Law Institute, a non-profit organisation committed to enhancing the professionalism of attorneys. More information is available at <http://www.ethisphere.com> **Contact:**

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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

"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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