

# L'ORÉAL

## Wwd Beauty Inc Top 100: L'Oréal Ranked # 1

***Each year, WWD Beauty Inc Top 100 releases its coveted list of the world's top beauty companies. Firms are ranked by beauty sales for the calendar year, and for 2010, L'Oréal ranked #1 once again, ahead of Procter & Gamble, Unilever, Estée Lauder and Shiseido.***

L'Oréal reported 2010 consolidated sales of €19.5 billion. Located in 130 countries, the Group has developed a diverse and complementary portfolio of 23 international brands\* : L'Oréal Professionnel, Redken, Kerastase, Matrix, L'Oréal Paris, Garnier, Maybelline New York, SoftSheen.Carson, Lancôme, Giorgio Armani Perfumes & Cosmetics, Yves Saint Laurent, Biotherm, Kiehl's, Ralph Lauren Fragrances, Shu Uemura, Cacharel, Helena Rubinstein, Diesel, Vichy, La Roche-Posay, SkinCeuticals, Innéov and The Body Shop. L'Oréal's objective is to acquire 2 billion consumers around the world, thereby doubling its customer base, by focusing on its strategy of beauty universalization. The Group is concentrating on high value-added worldwide innovations at accessible prices, which respond to the needs of local markets, especially those of the new markets.

*With a circulation of 75,000, made up of qualified subscribers and key beauty industry decision-makers, WWD Beauty Inc delivers authoritative, in-depth coverage of key issues impacting the global beauty marketplace. WWD Beauty Inc is recognized as the definitive source for beauty industry insiders and influencers, retail executives, financial experts and the media.* **Contact at**

### **L'ORÉAL**

(Switchboard: +33 1 47 56 70 00) **Journalists**

Mrs. Laura LOVASIK

Tel: +33 1 47 76 77

[llovasik@dgc.loreal.com](mailto:llovasik@dgc.loreal.com) \* International brands with annual sales of more than 50 million euros.

Follow us on Twitter [@lorealpress](https://twitter.com/lorealpress)

## 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)

---

*"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)