

L'ORÉAL

L'ORÉAL ANNOUNCES THE LAUNCH OF ITS INTERNATIONAL AWARDS FOR SOCIAL RESPONSIBILITY IN DERMATOLOGY

Clichy, 19 Nov 2014 - L'Oréal announced today the launch of its International Awards for Social Responsibility in Dermatology, "Caring to Inspire Skin Confidence". These prizes reward voluntary dermatological initiatives, coming from individuals, associations or hospitals, favoring patient support and care in order to inspire confidence and encourage social inclusion. Patients with dermatological conditions may frequently face discrimination and feel socially excluded.

Financial grants, one per major geographical zone (Asia-Pacific, Africa and the Middle East, Europe, North America, and South America), will be awarded to social projects that fall into one of the following three main categories:

- Prevention and Education: Any initiative favoring the prevention of dermatological illnesses, and education for patients, their families and the general public (including support networks and campaigns) on dermatological pathologies, dermatological conditions, impact awareness and promotion of good, or healthy behavior. Examples include consultations, patient-family information workshops, school campaigns, information campaigns, advice on environmental factors and healthy living.

- Improved Quality of Life and Self-Esteem: Projects favoring improvements in physical or psychological quality of life for patients, such as supporting and accompanying patients, help in accepting their condition(s), (psychological therapies) and reducing the stigma attached to their disease.

- Access to Care, Coverage and Surgery: Projects aimed at facilitating public and patient access to care such as free screenings, free consultations, travelling doctors, nurse training, make-up workshops or free reconstructive surgery.

All dermatologists are eligible to apply on their own or on behalf of an association or hospital. An independent Scientific Committee of renowned dermatologists will evaluate each project and select the five winners.

These awards are supported by *the International League of Dermatological Societies* and by *the 23rd World Congress of Dermatology*.

The International Awards for Social Responsibility in Dermatology Ceremony will be held at the 23rd World Congress of Dermatology in Vancouver, Canada, on June 9, 2015.

Applications are being accepted from now until March -6, 2015. For further details and to download an application form: www.inspireskinconfidence.com

About L'Oréal

L'Oréal has devoted itself to beauty for over 105 years. With its unique portfolio of 28 international, diverse and complementary brands, the Group generated sales amounting to 23 billion euros in 2013 and employs 77,500 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 and branded retail.

Research and innovation, and a dedicated research team of 4,000 people, are at the core of L'Oréal's strategy, working to meet beauty aspirations all over the world and attract one billion new consumers in the years to come. L'Oréal's new sustainability commitment for 2020 "Sharing Beauty With All" sets out ambitious sustainable development objectives across the Group's value chain.

www.loreal.com

Media Contact:

Bertrand.CHUBERRE@loreal.com

+ 33146886552

Clemence.FUGAIN@loreal.com

+33147568306

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."

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