

L'ORÉAL

L'ORÉAL INDIA ACQUIRES CHERYL'S COSMECEUTICALS, LEADER IN PROFESSIONAL SKINCARE PRODUCTS

Mumbai, 20 September 2013 - L'Oréal India today announced the acquisition of **Cheryl's Cosmeceuticals**, a pioneer in professional skin care products and treatments in beauty salons across the country. This is the first acquisition for L'Oréal in India.

Headquartered in Mumbai, Cheryl's Cosmeceuticals was created in 1986 by Oscar & Cheryl Pereira and is today synonymous with superlative skin care treatments and products across salons in India. In 2012, Cheryl's Cosmeceuticals had a distribution network spanning over 10 000 salons in India and a turnover of approximately 200 million Rupees (3 million Euros).

Jean-Christophe Letellier, Managing Director, L'Oréal India said, *"This is an attractive opportunity for L'Oréal in India as it broadens the product offering of our Professional Products Division in this country to also include skincare products and services. It will further enhance our leadership position in the very dynamic professional products market where we are present with our brands - L'Oréal Professionnel, Matrix, and Kerastase."*

"It has been a great adventure to bring to market a truly unique brand that has captured the hearts and minds of many thousands of salons," said Oscar Pereira, Director of Cheryl's Cosmeceuticals. *"It will continue to grow and flourish with L'Oréal."*

We expect the operation to be completed within a few weeks.

About L'Oréal India

L'Oréal India has been present in the country as a wholly owned subsidiary of L'Oréal S.A. since 1994. Today L'Oréal India is present in all distribution channels with 15 international brands, available in mass market channels (L'Oréal Paris, Garnier, Maybelline New-York), in hair salons (L'Oréal Professionnel, Matrix, Kérastase, Kéraskin Esthetics), in selective distribution (Lancôme, Kiehl's, Yves Saint Laurent, Giorgio Armani, Ralph Lauren, Diesel) and in pharmacies (Vichy, La Roche-Posay). L'Oréal India employs over 1 230 people across four regional offices, a factory in Chakan, Pune, Research and Innovation facilities, and the headquarters in Mumbai. www.loreal.co.in

"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 at L'ORÉAL (Switchboard: +33 1 47 56 70 00)

**Individual shareholders
and market authorities**

Mr Jean Régis CAROF
Tel: +33 1 47 56 83 02
Jean-Regis.CAROF@loreal.com

**Financial analysts and
Institutional investors**

Mrs Françoise LAUVIN
Tel: +33 1 47 56 86 82
Francoise.LAUVIN@loreal.com

**L'Oréal India
Corporate Communications**

Mrs Snehhil CHITNENI
Tel: +91 9820158358
schitneni@in.loreal.com

For more information, please contact your bank, broker or financial institution (I.S.I.N. code: FR0000120321), and consult your usual newspapers, and the Internet site for shareholders and investors, <http://www.loreal-finance.com>, or alternatively, call +33 1 40 14 80 50.
