

L'Oréal USA signs agreement to acquire Emiliani Enterprises extending its coverage of American hair salons

Group subsidiary L'Oréal USA has just announced the acquisition, for its SalonCentric division, of the professional distribution business of the New Jersey-based company Emiliani Enterprises.

Well established in the metropolitan New York area, New Jersey and Connecticut, Emiliani Enterprises supplies hair salons through a network of representatives and sales outlets open only to professionals.

The SalonCentric division of L'Oréal USA is thus extending its distribution in the United States, which now covers 48 states. This acquisition reflects the constant determination of the Professional Products Division to offer a better service to American hair salons.

About L'Oréal

L'Oréal, the world's leading beauty company, has catered to all forms of beauty in the world for over 100 years and has built an unrivalled portfolio of 27 international, diverse and complementary brands. With sales amounting to 20.3 billion euros in 2011, L'Oréal employs 68,900 people worldwide. Regarding sustainable development, Corporate Knights, a Global Responsible Investment Network, has selected L'Oréal for its 2012 ranking of the Global 100 Most Sustainable Corporations in the World. L'Oréal has received this distinction for the 5th consecutive year. 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."

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