

L'Oréal acquires the Vogue make-up brand in Colombia

L'Oréal announces it has signed a contract for the acquisition of Colombian Vogue group from its shareholders. In Colombia, Vogue is the leader in mass-market make-up. In 2011, the Vogue group achieved a consolidated turnover of approximately 30 million euros.

"Vogue is an important acquisition for L'Oréal Colombia as it strengthens its position in the very competitive make-up category," said Alexandre Popoff, L'Oréal's Executive Vice-President, Latin America Zone. *"The brand represents development opportunities outside of Colombia, particularly in Central America, in Ecuador and in Peru."*

This acquisition will be completed pending the usual regulatory approvals, in particular the approval of the anti-trust authority.

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

"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

Jean Régis CAROF
Tel : 01.47.56.83.02
Jean-Regis.CAROF@loreal.com

Financial analysts and Institutional investors

Françoise LAUVIN
Tel : 01.47.56.86.82
Francoise.LAUVIN@loreal.com

Journalists

Stephanie CARSON-PARKER
Tel: 01.47.56.76.71
Stephanie.CARSONPARKER@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 its mobile version on your cell phone, <http://loreal-finance.mobi>; alternatively, call +33.1.40.14.80.50.