

L'ORÉAL

The Body Shop finalizes the acquisition of 51% in Brazil's Emporio Body Store

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Following the approval of the Brazilian Anti-Trust Authority CADE, The Body Shop confirms the acquisition of 51% of Emporio Body Store in Brazil with the option of increasing its shareholding to 80% by 2019, as per the terms of the project announced on 15 October.

About Emporio Body Store

The Emporio Body Store believes that cosmetics go far beyond product. Deep in its values is the promotion of a different way for women to relate to beauty, through an engaging shopping experience, a warm and pleasant use of cosmetics. Famous for its creams with intense fragrances and sensorial textures, it started its story with handcrafted soap enriched with essential oils and butters by founder Tobias Chanan in 1997. Over the past three years, it has been the Brazilian brand that stood out in the cosmetics segment with a significant growth reaching at the end of the year an estimated 130 points of sales in 58 cities in Brazil. Visual merchandising is one of the main differences of the brand. Within the atmosphere of an emporium, all products tell stories that represent the origin of the ingredients and the concept of each line, and the possibility to customize gifts at purchase.

About The Body Shop

The Body Shop was founded in 1976 by Dame Anita Roddick, in Littlehampton, England. The beauty brand pioneered social activism and was built on the philosophy that business can be a force for good. The business was acquired by L'Oréal in 2006. With its brand expression, Beauty with Heart, The Body Shop continues to be focused on five core values; Against Animal Testing, Support Community Fair Trade, Activate Self Esteem, Defend Human Rights and Protect The Planet. All products are created using the finest ingredients sourced from the four corners of the globe which are not tested on animals. Earlier this year The Body Shop was voted "International Business of the Year" by the prestigious Business in the Community for its pioneering Community Fair Trade sourcing programme which supports over 300,000 people in 21 countries. The Body Shop has over 2,800 stores in 67 countries.

About L'Oréal Brazil

L'Oréal Brazil, present in the country since 1959, is one of the leading beauty companies in Brazil. Commercializing 24 international brands through various distribution channels, to attend the very diverse and beauty demanding consumers in the country, L'Oréal Brazil employs directly 2500 people. Its operations include two factories, one in São Paulo and other in Rio de Janeiro and since 2008 a Research & Innovation Center with 80 researchers in Rio de Janeiro. The Brazilian Laboratory has developed successful products that meet the needs of the diverse population of Brazil, with potential to be sold in different parts of the world. L'Oréal Brazil is a source of innovation and inspiration for the L'Oréal Group worldwide.

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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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