

Clichy, January 5th, 2010 at 12:30 am

L'ORÉAL USA ACQUIRES MALY'S MIDWEST AND MARSHALL SALON SERVICES, EXTENDING ITS COVERAGE OF AMERICAN HAIR SALONS

L'Oréal USA, a subsidiary of L'Oréal, has acquired, through its SalonCentric division, Maly's Midwest and Marshall Salon Services.

Maly's Midwest and Marshall Salon Services supply over 40,000 hair salons across 8 states in the Middle West with a network of 120 representatives and 90 stores, open only to professionals; they together represent sales of about \$130m in 2009.

With these two acquisitions, the SalonCentric division of L'Oréal USA is extending its network, which now covers 80% of the territory of the United States, demonstrating its constant determination to offer a better service to U.S. hair salons.

These two acquisitions are consolidated as of December 31st, 2009.

"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."

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