L'ORÉAL

L'Oréal announces the acquisition of Coloright in Israel

Clichy – 17 December 2014 - **L'Oréal** announces the acquisition of a start-up company that develops hair fibre optical reader technology for a long-term Research program. Through this acquisition, L'Oréal reinforces its historic leadership in hair research.

Based in Tel Aviv, **Coloright** will continue to be managed by its CEO, Mr. Sagiv Lustig, and will from now on be part of L'Oréal's international Research and Innovation network.

About L'Oréal

L'Oréal has devoted itself to beauty for over 105 years. With its unique portfolio of 28 international, diverse and complementary brands, the Group generated sales amounting to 23 billion euros in 2013 and employs 77,500 people worldwide. As the world's leading beauty company, L'Oréal is present across all distribution networks: mass market, department stores, pharmacies and drugstores, hair styling salons, travel retail and branded retail.

Research and innovation, and a dedicated research team of 3,600 people, are at the core of L'Oréal's strategy, working to meet beauty aspirations all over the world and attract one billion new consumers in the years to come. L'Oréal's new sustainability commitment for 2020 "Sharing beauty with all" sets out ambitious sustainable development objectives across the Group's value chain. *www.loreal.com*

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