



L'ORÉAL  
PARIS

L'ORÉAL

Produits Grand Public

RÉUNION  
D'INFORMATION  
FINANCIÈRE

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Alexis Perakis-Valat

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2018



L'ORÉAL  
Produits Grand Public

Marché Beauté  
Mass

+3% / +4%\*

\*Estimations L'Oréal en prix net fabricants  
hors savons, dentifrices, rasoirs et lames, hors effets monétaires. Estimations 2017 provisoires.



L'ORÉAL  
Produits Grand Public

+2.2%  
comparable

\*Croissance C.A. 2017



**L'ORÉAL**  
Produits Grand Public

**+2.0%\***

**+4.8%\***

hors France

\*Croissance C.A. en données comparables 2017



L'ORÉAL  
Produits Grand Public

+7.6%\*

\*Croissance C.A. en données comparables 2017



**L'ORÉAL**  
Produits Grand Public

Croissance  
à deux chiffres\*

\*Croissance C.A. en données comparables second semestre 2017



L'ORÉAL  
Produits Grand Public

**+1.1%\***

\*Croissance C.A. en données comparables 2017



L'ORÉAL  
Produits Grand Public

MAYBELLINE NEW YORK #1\*

L'ORÉAL PARIS #2\*

\*Source : US maquillage AC Nielsen Année 2017





**EVERYONE LOVES  
A COMEBACK**  
 DRY HAIR CAN HAVE ONE TOO

**Worth It** Rewards  
 Earn rewards. Join now at:  
[lorealparisusa.com/worthitrewards](http://lorealparisusa.com/worthitrewards)

BECAUSE YOU'RE WORTH IT.™ ©2018 L'Oréal USA, Inc.



INTRODUCING  
**ELVIVE**  
 EXTRAORDINARY OIL

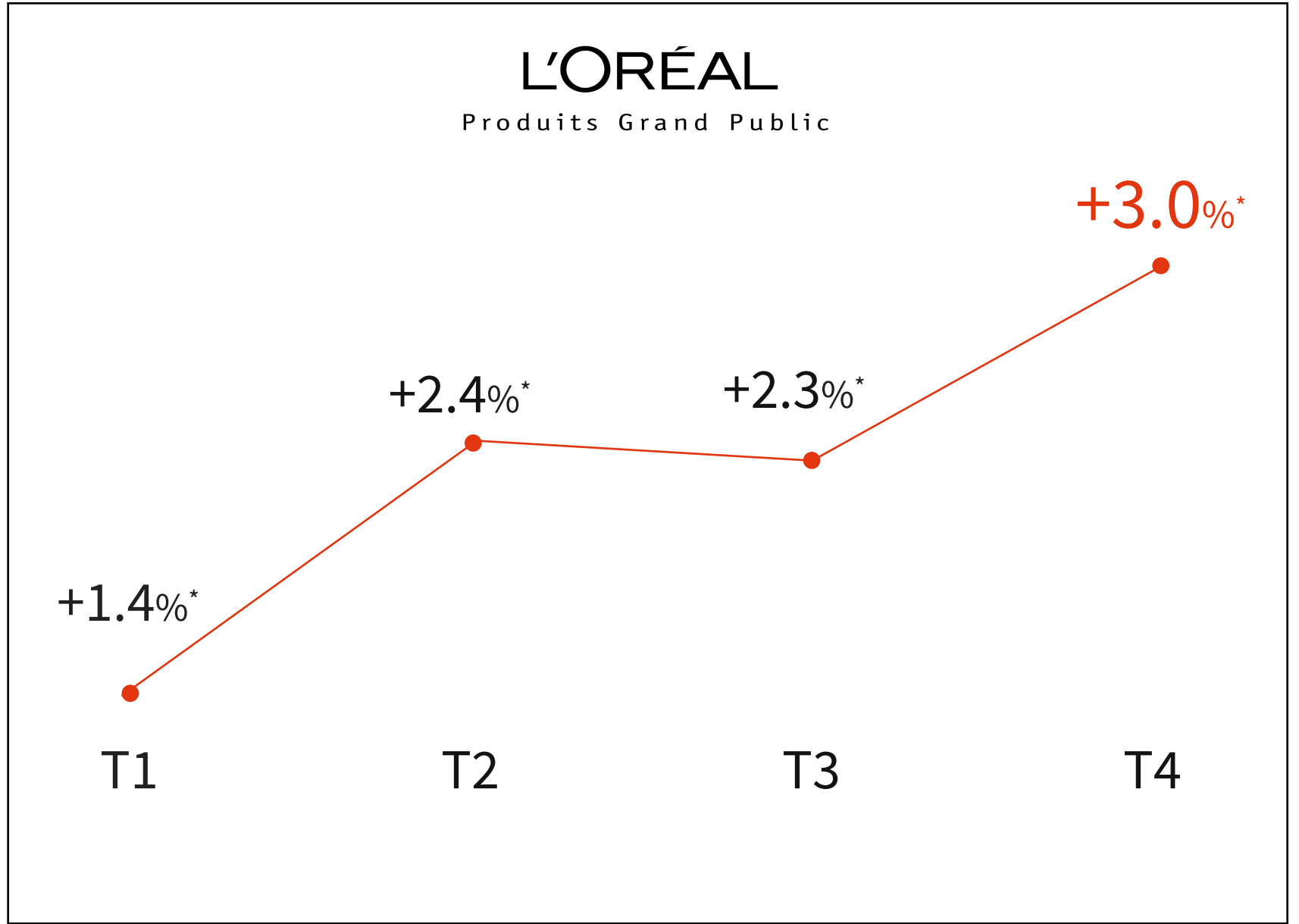
**REVIVE  
 DRY HAIR  
 IN JUST 1 USE**



**YOUR HAIR IS 10X MORE NOURISHED\*  
 LEAVING IT HEALTHIER, SHINIER**

**L'ORÉAL  
 PARIS**

\*System of shampoo, conditioner, and oil



\*Croissance C.A. en données comparables 2017



ACCÉLÉRER  
NOTRE  
CROISSANCE

L'ORÉAL  
PARIS

GARNIER

MAYBELLINE  
NEW YORK

NYX  
PROFESSIONAL MAKEUP

1

---

MARQUES  
GLOBALES



L'ORÉAL  
PARIS

N°1 mondial  
luxe accessible

L'ORÉAL  
PARIS



Mascara Paradise



**GARNIER**



**GARNIER**  
SKINACTIVE

Micellar  
Cleansing  
Water in O



**GARNIER**  
**FRUCTIS**  
FORTIFYING FRUIT ACTIVES  
**PAPAYA**  
**HAIR FOOD**  
1 MIN REPAIRING MASK

Champion  
de la beauté naturelle



MAYBELLINE  
NEW YORK

Mondialise la confiance  
donnée par le maquillage





**NYX**  
PROFESSIONAL MAKEUP

Leader de la révolution  
de la « beauté sociale »



L'ORÉAL  
PARIS

NEW  
**STYL  
ISTA**  
#pixie



**THE PIXIE  
CREAM-WAX**  
Playful, supple  
& reshapeable hold

INNOVATION

**REVITALIFT  
CICACRÈME**

LE SOIN RÉPARATEUR  
ANTI-ÂGE QUOTIDIEN

HYDRATE  
RAFFERMIT  
CORRIGE LES RIDES  
RÉPARE LA BARRIÈRE CUTANÉE

À LA CENTELLA ASIATICA



**totaltemptation**

GARNIER

**FRUCTIS**  
FORTIFYING FRUIT ACTIVES

**PAPAYA  
HAIR FOOD**  
1 MIN REPAIRING MASK

DAMAGED HAIR

SENS • NO SILICONES • NO ARTIFICIAL DYES

2

INNOVATIONS  
RÉVOLUTIONNAIRES

GARNIER  
**FRUCTIS HAIR FOOD**



**LA NOUVELLE NUTRITION DES CHEVEUX AFFAMÉS**  
LE 1<sup>ER</sup> HAIR FOOD 98% D'ORIGINE NATURELLE



*superfruits for super Hair*

[ NOUVEAU REVITALIFT CICACRÈME À LA CENTELLA ASIATICA.  
[ LA NOUVELLE FAÇON DE COMBATTRE LES RIDES.



## REVITALIFT CICACRÈME

LA **CENTELLA ASIATICA**, AUSSI APPELÉE « HERBE DU TIGRE », EST CONNUE DEPUIS DES SIÈCLES DANS LA MÉDECINE CHINOISE POUR SES PROPRIÉTÉS RÉPARATRICES. ELLE EST MAINTENANT INTÉGRÉE DANS UNE FORMULE ANTI-ÂGE POUR LISSER LES RIDES ET RAFFERMIR LA PEAU.

- TEXTURE LÉGÈRE, PEAU IMMÉDIATEMENT SOUPLE ET VELOUTÉE.
- HYPOALLERGÉNIQUE. CONVIENT AUX PEAUX SENSIBLES.

PARCE QUE VOUS LE VALEZ BIEN.





**The Make Up Artist Difference**

"This oil-infused stick melts on your lips, so the glide is divine. And the scent is SO good! Hydration, sensation and incredible shine - MAJOR!"

Val Garland, Make up Artist, L'Oréal Paris.

# COLOR RICHE SHINE

LACQUERED COLOR, ADDICTIVE APPLICATION

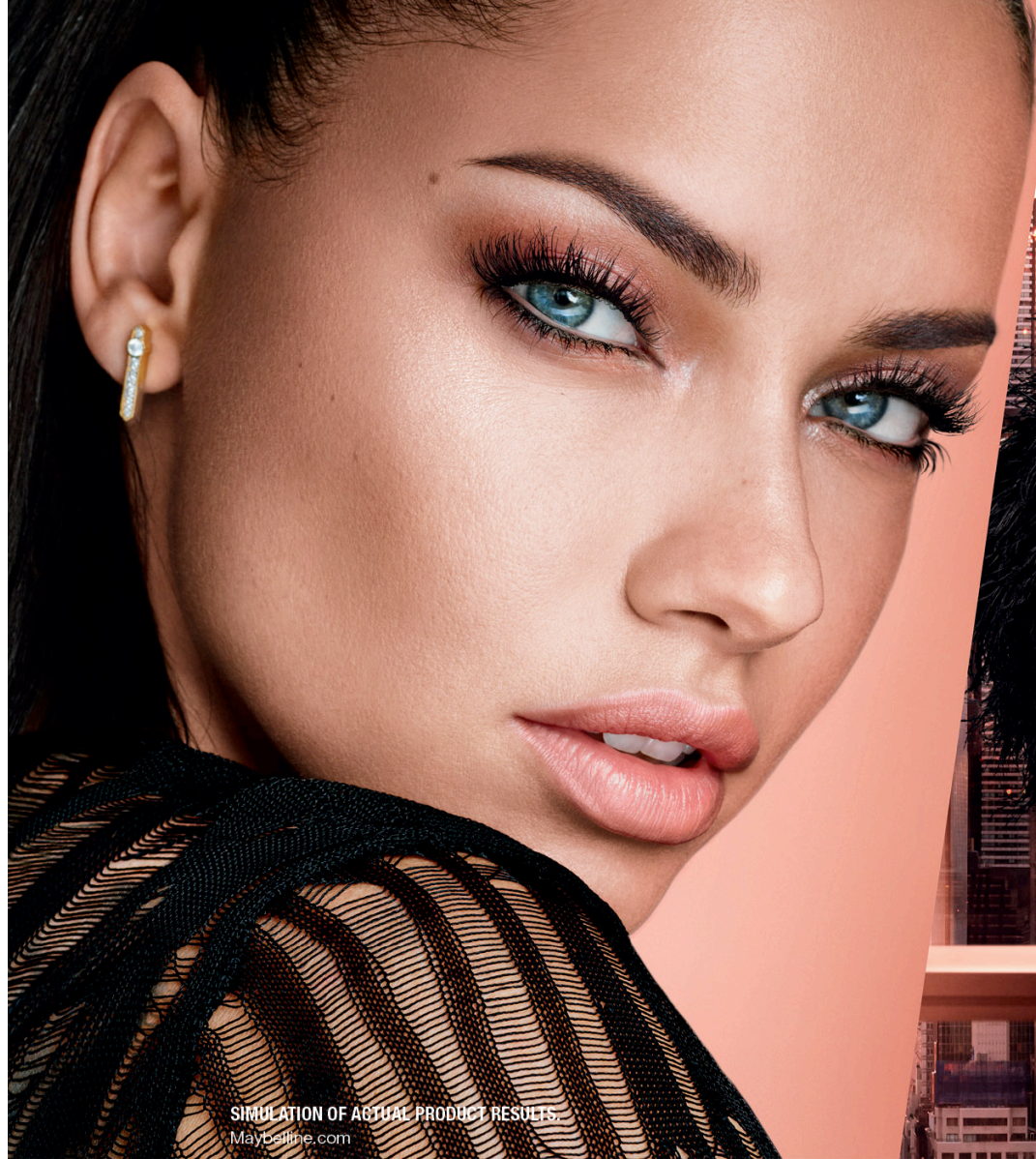
**TURN ON YOUR SHINE**  
BECAUSE YOU'RE WORTH IT.



**NEW**

# L'ORÉAL PARIS

MARIA BORGES  
QUAI D'ORSAY / PARIS



Give in to lash temptation.  
Addictive, buildable volume!  
Looks so dense. Feels so soft.

**NEW**  
**total temptation**<sup>TM&C</sup>  
MASCARA

Our formula glides on and builds with no overload.



BEFORE      AFTER

Infused with coconut extract.

#TOTALTEMPTATION



SIMULATION OF ACTUAL PRODUCT RESULTS.  
Maybelline.com

**MAYBELLINE**<sup>®</sup>  
MAKE IT HAPPEN<sup>™</sup>      **NEW YORK**

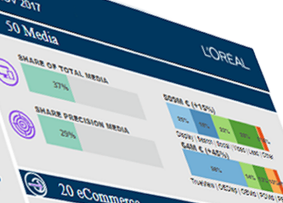
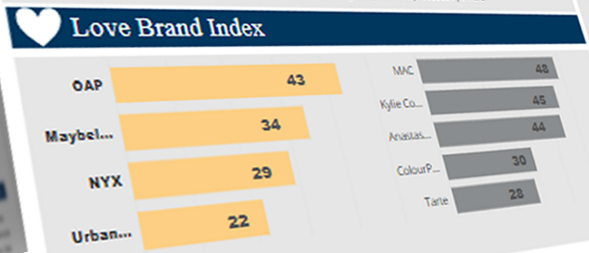
© 2017 Maybelline LLC.



3

# MARKETING A L'ÈRE DU DIGITAL

## Digital Exec Dashboard



## Global Overview



COCKPIT

Access to Support

Data sources Tribe updated

sprinklr

CONTACTS L'OREAL

Home Media Plan M

BACK

Global Overview

Overview Favorites Alerts

Owned Website KPI

Owned YouTube KPI

Owned Facebook KPI

Owned Instagram KPI

Owned Creative Assets

Shared MediaView

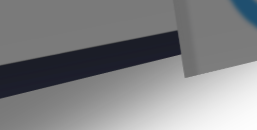
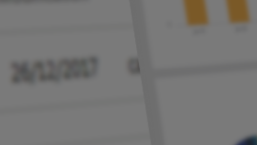
50% Net Visits

Search Visibility

20% eCommerce

Share

Global Overview





Équipes locales  
talentueuses



amazon.com

Full Inspiration: BACK TO SCHOOL MAKEUP

SHARPEN YOUR EYELINER PENCILS

Turn heads in the halls with eye-catching eyeliner: stunning eye-water tones, and red hot lipstick. Spice up some mascara and glow get 'em.

DISCOVER

Step By Step

It's lip artistry made easy! Take on the hottest beauty trend with Maybelline's metallic lip kit. Make an impact in chromatic color with a python effect.

Step 1 Apply colored base with finger on the upper and lower lip.

Step 2 Apply lip shadow with finger on top of colored base, and layer as desired to create your own look.

Passionate, Volant, Flaming, Proud

Venomous, Snakebite, Untamed, Wild

Complete the look: The most important step: layer on the rest of the weekend's brand styling inspiration.

Follow with Makeup Fixation Ink and create an easy fix for all-day color that lasts.

This highlighter gives shimmer like a sunset through the day.

The Big Shine blush features unique, new texture that looks like silk on the lips.

City New Fashion Color Touch, Make Friends with Mascara, Make Friends with Mascara, Make Friends with Mascara, Big Shine Mascara

maybelline

3,281 posts · 6.7k followers · 754 following

Maybelline New York, NY 🇺🇸 when you tag us like @maybelline and we may share your looks on our social media + site. T: @lily@maybelline.com

Revlon® Official Site | Mascara

www.revlon.com/Mascara

Find Lash Looks to Love with Revlon's Mascara Collection. Buy Online Today! America's #1 Lip Brand - Live Boldly - New Shades to Love Revlon ColorStay™ Eye - Revlon Mascara Collection - Revlon® Crème Eye Shadow

📍 New York - 1 retailer nearby

Mascara | L'Oréal Paris X-Fiber Mascara

www.lorealparisusa.com/VoluminousX-Fiber

Primer and Fiber Mascara that Adds Volume and Length for an Intense Eye Look. Expert Beauty Tips - Lengthen & Extend Lashes - Makeup Tips & Tutorials - Fiber-Rich Mascara

Top Rated Mascara Product | For All Lash Types | COVERGIRL.com

www.covergirl.com/SoLashy

Transform Short, Sparse, Shy Lashes To Dark, Bold, & Sexy W/ So Lashy! Mascara.

Mascara | Ulta Beauty

www.ulta.com/makeup-eyes-mascara?N=26yg

Shop ULTA for the best mascara in lash lengthening & volumizing formulas. Find waterproof mascara for

Search

Maybelline New York

grahammaybelline by Gig... Follow

Get the Look: Halloween... Follow

Must-Haves: Lips... Follow

Must-Haves: Eyes... Follow

Must-Haves: Face... Follow

Get the Look: Bold Li... Follow

Get the Look: Makeup... Follow

Maybelline Beauty Gu... Follow

Get the Look: Back to... Follow

Maybelline Girls... Follow

mascara

All Shopping Images News Videos More Settings Tools

About 129,000,000 results (0.46 seconds)

Mascara | Maybelline Lash Sensational® | maybelline.com

www.maybelline.com/Mascara/LashSensational

★★★★★ Rating for maybelline.com: 4.9 - 439 reviews

Discover the Full Fan Effect. Capture Lashes from Root to Tip with Maybelline. Foundation Finder - Maye She's Born With It - Make It Happen - Backstage NYFW Looks Brands: Great Lash, FIT Me, Baby Lips, Volum' Express Falsies, Eye Studio, Color Sensational, SuperStay™, The City Mini x Shayla - New Makeup Products - Great Lash® Royal Blue - Discover Brow Drama™

Revlon® Official Site | Mascara

www.revlon.com/Mascara

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Maybelline New York, NY 🇺🇸 when you tag us like @maybelline and we may share your looks on our social media + site. T: @lily@maybelline.com

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Mascara | Ulta Beauty

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Shop ULTA for the best mascara in lash lengthening & volumizing formulas. Find waterproof mascara for

YouTube

IT'S BACK...\_NEW Maybelline SuperStay Foundation First impression

Review & Demo! Acne-Fix Skin

GIORGIO ARMANI x MAYBELLINE REVIEW... FIRST IMPRESSIONS

TESTING NEW DRUGSTORE MAKEUP! Maybelline First Impressions | Rosette Alisa Drugstore Series

FALL FACE USING ONLY MAYBELLINE MAKEUP! | Casey Holmes

NEW MAYBELLINE COLLECTION | HOT or NOT

DRUGSTORE One Brand Tutorial - MAYBELLINE | Merry MUA

AMAZON

INSTAGRAM

GOOGLE SEARCH

YOUTUBE

Maîtriser la multiplicité des “touchpoints” digitaux

amazon.com

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amazon.com

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YouTube

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TESTING NEW DRUGSTORE MAKEUP! Maybelline First Impressions | Rosette Alisa Drugstore Series

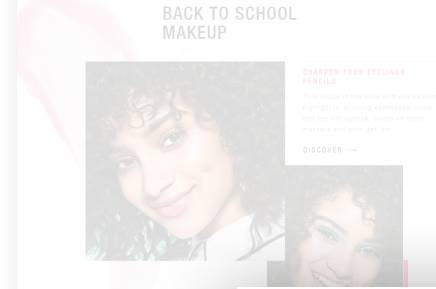
FALL FACE USING ONLY MAYBELLINE MAKEUP! | Casey Holmes

NEW MAYBELLINE COLLECTION | HOT or NOT

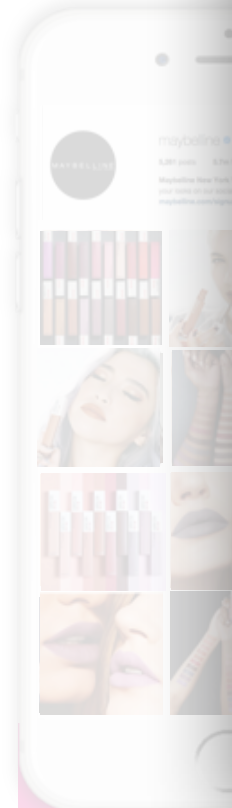
DRUGSTORE One Brand Tutorial - MAYBELLINE | Merry MUA



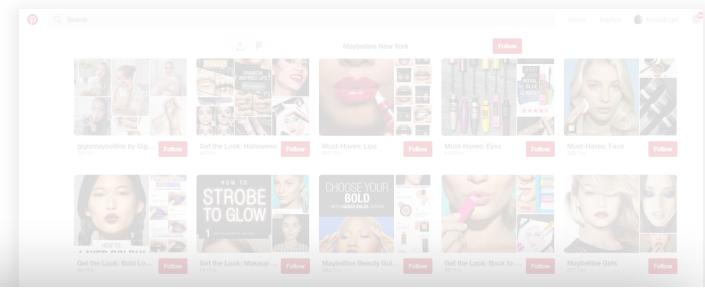
AMAZON



BRAND



INSTAGRAM



YOUTUBE

# 1

# MAYBELLINE

NEW YORK

US

# BEAUTY

15 NOVEMBRE 2017





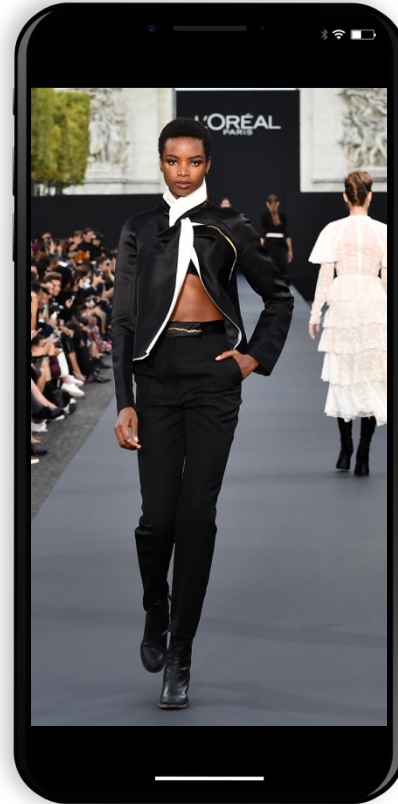
👉 牡\*\*\*6 等5人正在去买

我想长肉100 春

王玲是米奇 春春好美

anya20112011 大圣好紧张

祝我与孤独重归于好53 Z1692704744女装我微




**LE DÉFILÉ**  
L'ORÉAL PARIS

1,8 milliard  
d'impressions



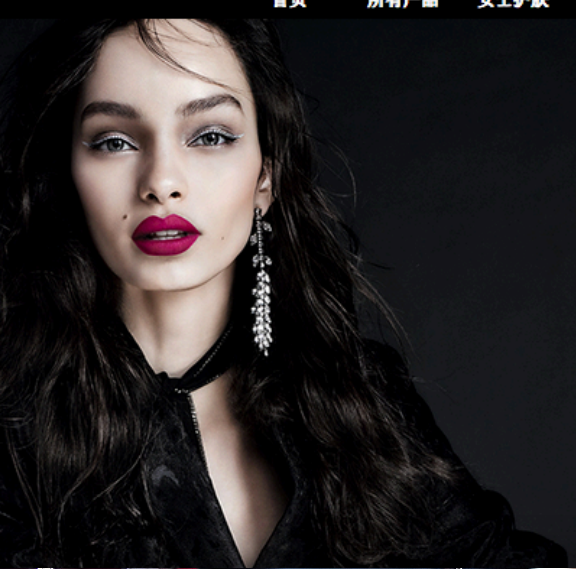
Le “precision marketing”  
pour cibler  
des segments



天猫年货节

欧莱雅祝您新年快乐!

首页 所有产品 女士护肤 潮流彩妆 魅力型男 妆上巴黎范 美丽殿堂 品牌故事 隐私政策



L'ORÉAL  
PARIS  
巴黎欧莱雅

丝绒哑光 迷雾唇情

巴黎时装周哑光风潮

欧莱雅纷泽丰润雾感唇膏

>立即抢购



4

STRATÉGIE  
OMNISCANAL

# E-commerce chinois > 1/3 C.A.



**热巴同款  
欧莱雅7天安瓶\***  
10X\*高浓度玻尿酸注入  
保湿 膨润 淡纹

**7 DAYS [HA] AMPOULE**

**欧莱雅7天安瓶**

名称：  
复颜玻尿酸水光充盈导入浓缩  
安瓶精华液

规格：1.5ml X 7

产地：中国

功效：  
7天密集护理，保湿补水，膨润  
充盈，淡化细纹，安抚肌肤不适  
是肌肤的“救急站”

**欧莱雅7天安瓶  
震撼来袭**

01 高浓度\*  
浓缩精华液

02 救急站  
七天密集修护

03 零添加  
不添加酒精、香精、  
色素，敏感肌可用

04 独立包装  
便于携带

**七天密集护理  
抵御岁月痕迹**

[ 补水 ]  
高浓度\*微分子玻尿酸  
深透肌底充盈补水

[ 淡纹 ]  
日复一日淡化细纹

[ 膨润 ]  
水润光泽  
触得到的细腻柔滑

[ 密集护理 ]  
7天安瓶  
帮助修护

**高浓度\*浓缩精华**

**01 玻尿酸成分**

微分子结构  
分子大小为普通  
玻尿酸1/20\*

10X\*玻尿酸浓度  
轻抹释放膨弹力

膨润补水力  
水光膨润

**02 三肽SYN-AKE**

由三种氨基酸连成的肽链为主要  
成分，淡化细纹，平滑肌肤\*

\*测试证明

**03 维他命CG**

提亮肌肤，改善暗沉

**达人亲测**

美妆达人：@VK大魔王 种草\*\*\*\*\*

“这个季节的爱用！qio保湿！吸收qio快嗖嗖  
儿快！它算是我用过最不黏的玻尿酸精华之  
一，水润保湿不黏腻，第二天皮肤状态也是  
rio好！一盒7支即开即用很新鲜！尤其适合  
熬夜修仙党，第二天出门一样光彩照人！”

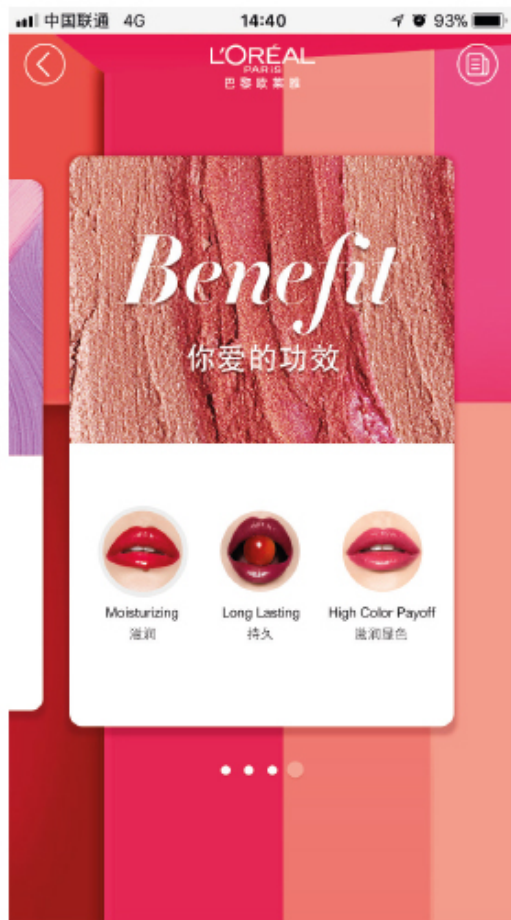
251 389 579

护肤达人：@Boc-hu 种草\*\*\*\*\*

“这季节只要是觉得皮肤干燥，任何肤质都  
可以再护肤流程里加入它，保湿效果特别  
好！而且精华质地特别清透，上脸很好  
吸收，感觉用了这个7天安瓶后续的产品都  
好吸收了很多”

115 760 641

# China T-Mall



Home > Brand > Maybelline New York

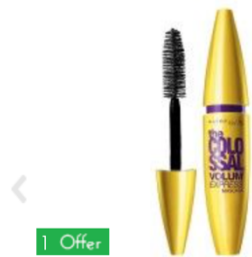


Maybelline New York(465 Items)

CATEGORY PRICE COLOR GENDER OFFERS OTHER POPULARITY

Maybelline Bestsellers

View All



1 Offer

Maybelline New York The Colossal Volum Express... Rs. 340 Rs. 425 [-20%]

2 Shades

★★★★☆ (1439)



1 Offer

Maybelline New York Color Show Matte Lipstick Rs. 260 Rs. 325 [-20%]

12 Shades

★★★★☆ (3275)



1 Offer

Maybelline New York Color Sensational Lip... Rs. 400 Rs. 500 [-20%]

8 Shades

★★★★☆ (1713)



Maybelline New York Lash Sensational Mascara Rs. 420 Rs. 525 [-20%]

2 Shades

★★★★☆ (1407)

Inde NYKAA





# 4 LEVIERS

- 1 | Marques globales
- 2 | Innovations révolutionnaires
- 3 | Marketing reinventé
- 4 | Omnicanal



LA CLASSE MOYENNE  
SUPÉRIEURE  
EN CROISSANCE

# DÉMOCRATISATION





L'ORÉAL  
PARIS