



Digital & Beauty

The perfect match

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L'ORÉAL

digital

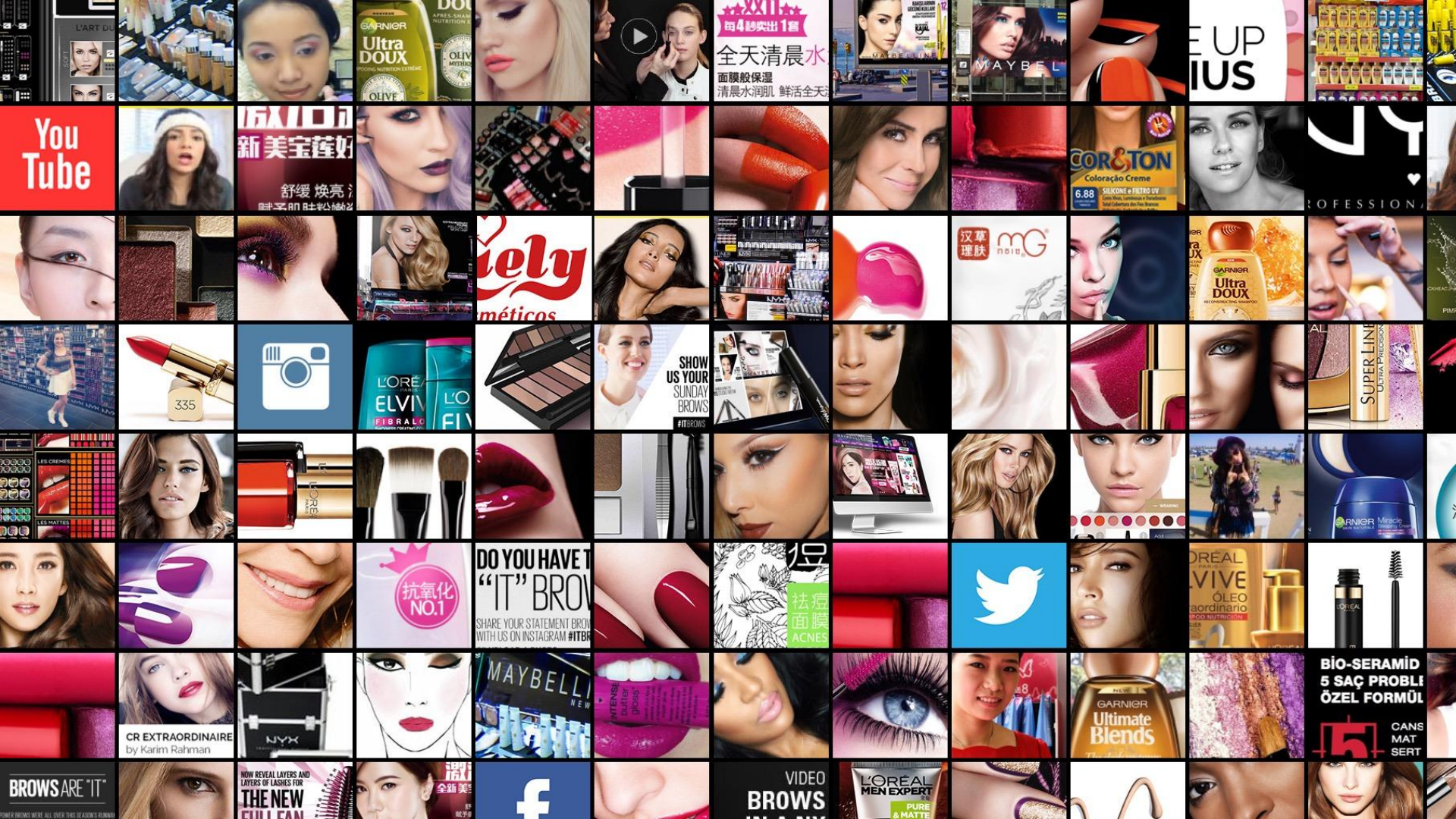
OPPORTUNITY



1997

2015





It's a Match!

Google

beauty

Google Search

I'm Feeling Lucky

[Web](#)[Images](#)[News](#)[Maps](#)[Books](#)[More ▾](#)[Search tools](#)

About 1,520,000,000 results (0.60 seconds)

5 billion searches a year

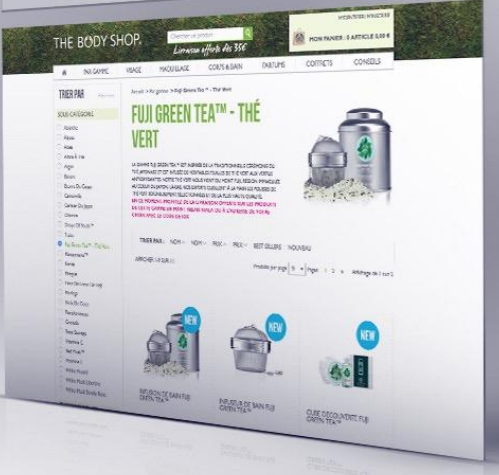
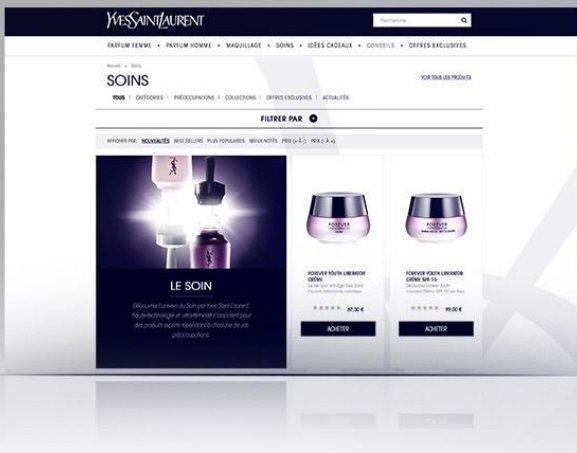
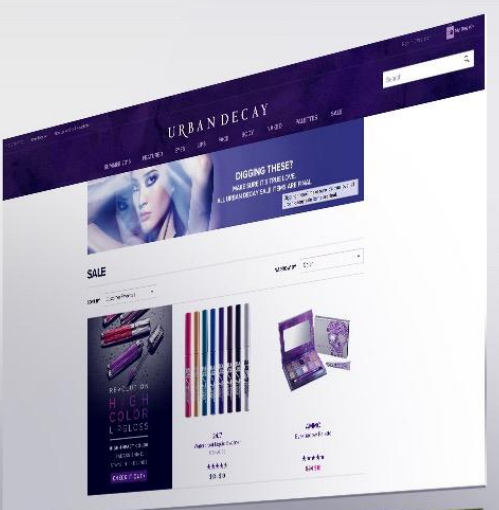
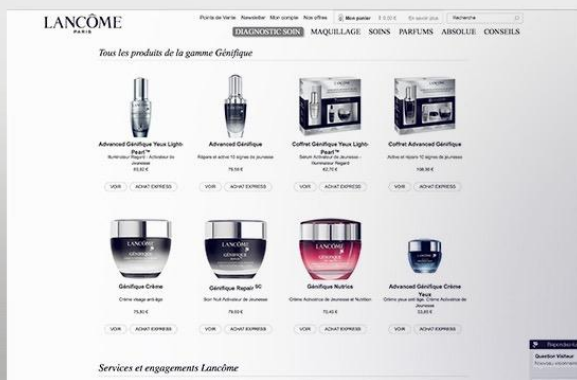
www.byrdie.com/best-beauty-blogs-2014 ▾ [Traduire cette page](#)

2 juil. 2014 - **Beauty** fanatics know that when you stumble upon a **blog** that speaks to you, it's akin to finding a soulmate— you know that euphoric feeling of, ...

45 billion videos

rasnionista.com/.../10-most-popular-beauty-youtube-... ▾ [Traduire cette page](#)

27 nov. 2013 - And the most viewed **beauty videos** EVER on YouTube are...



Beauty eCommerce is the fastest growing category

A woman with brown hair in a ponytail, wearing a striped tank top and blue jeans, is sitting on a brown couch. She is looking at a silver laptop on her lap. The background is a bright, blurred indoor setting. Large black text '80%' is overlaid on the image.

80%

**find out
about products
online**



Salari Fisher Edition Présentation Historique Signets Fenêtre Aide

aufeminin.com

OK 4 tests • MOSE • CAD • BROADVIEW • GRAPHICS • HACKETTOSH • ADOBE • PHOTO • PIRELLI • BANQUE • MONTRES • SAC NEWS • SPOTIFY • CO'henz Band • KULER • FEEDLY • RADDS • Pinterest

Forum | Albums | News | Mode | Beauté | People | Maman | Psycho | Déco | Cuisine | Société | Culture | Voyage | Mariage | Sexe | Forme | Astro | Le Club | Bons plans

Beauté > Beauté et soins | Parfums | Chirurgie esthétique | Cheveux | Maquillage | Épilation | Marques, bons plans, codes réduc. | Press | Beauté des ongles et des mains

UNE PEAU IDÉALE AU RÉVEIL, MÊME QUAND VOS NUITS SONT COURTES.

#WAKEUPBEAUTIFUL

NOUVEAU
IDÉALIA
SKIN SLEEP

TESTEZ-LE

Accueil • Les forums • Beauté • Forum Beauté et soins

Forum | Profil | Mes messages | Mes Réduc' | Aide

[Créer une discussion](#) | [Créer un compte](#)

Retour à la liste des forums

Recherche

Page suivante >

Discussions : Beauté et soins

	Nombre de réponses	Dernier mess
Votre appli beauté s'attend que vous ! par : Lesiprouffemin	0	21 fév à 19:36
Youtubeuse beauté et autre par : Noisissomestellies	0	13:07
Recrute esthéticiennes à domicile par : Marjolinda	0	11:40
Conseils métier esthétique par : Marie1995	0	11:09
Ou ??	2	01:32

A découvrir sur aufeminin...

- Quel eye-liner choisir ?
- Les plus beaux candies dérivés de l'éveil
- Coffrets de Noël : Le plus belle pour aller sans
- Noté : Découvrez votre profil beauté

Le Club aufeminin

Testez nos produits gratuitement avec le Club des Expertes

Découvrez vite le produit de la semaine





**Gain
information**
about products





beauty
tutorials



OSE TON #HAIRFIE
LA PREMIÈRE WEB TV
DE TUTOS ET D'ASTUCES

OSE TON AIRFIE

AVEC AN...
VELLE FORCE POUR TES CHEVEUX

Marielle Sooz
www.youtube.com/MarielleSooz



The world's top 5 beauty vloggers: 3.4 billion views on Youtube



Michelle Phan
1.16bn views
8m subscribers

Dope2111
580m views
3.3m subscribers



Bethany Mota
763m views
9.3m subscribers



BubzBeauty
390m views
2.9m subscribers



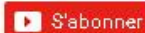
Zoella
539m views
9m subscribers



M&Ms Make-up Tutorial for Kids by Emma (6 year old) Makeup for kids



KittiesMama 



S'abonner

1 355 112

2 309 309



Ajouter à



Partager



Plus



7 584



1 250



digital

**new ways
of buying**



SINGLES'
day

NOV

11

SINGLES'
DAY

mg
MAGIC MOMENT
美即面膜



00:23

Guangdong
(province of China)

1st delivery!
Miss Fang receives
her MG mask



补海
洋冰

The background of the image is a dense, repeating grid of small, colorful, stylized faces or masks. Each face is a simple, rounded shape with a white base, accented with various colors like blue, green, yellow, and red. The faces are arranged in a regular, repeating pattern across the entire image.

**11 MILLION
MASKS SOLD**



+18% ●
**e-commerce
growth in 2014**





e-commerce:
• 20%
of the cosmetics
market growth

Retail...

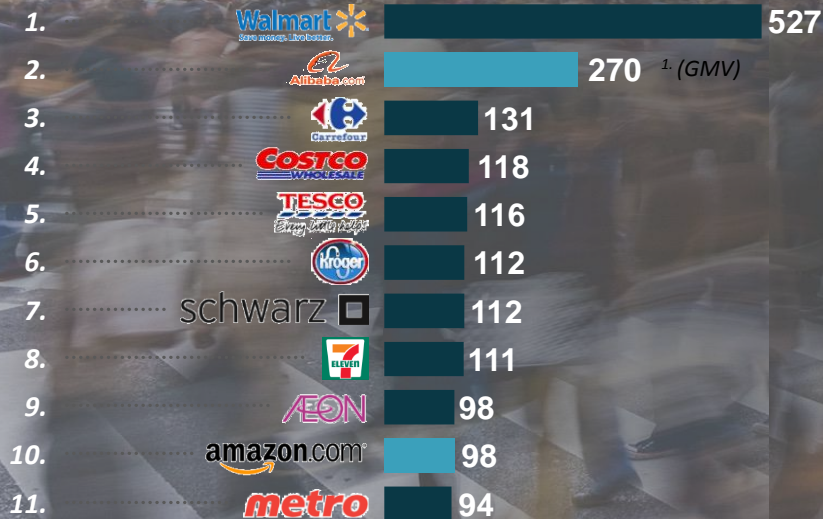
A new set of partners is emerging

2 e-tailers amongst the Top 10 retailers...

... and a long tail of local beauty pure players

Ranking of retailers,
based on 2014 sales

Retailing revenues
\$bn <n 2014



¹ Source: Planet Retail, Alibaba Nasdaq fillings, Online search

... At the speed of light

Time to reach \$1B revenues



A day in the life of the Internet



103,680hrs

Videos uploaded on Youtube



3.3B

Queries on Google



3.6B

Pieces of content shared on Facebook



\$240M

Revenue on Amazon

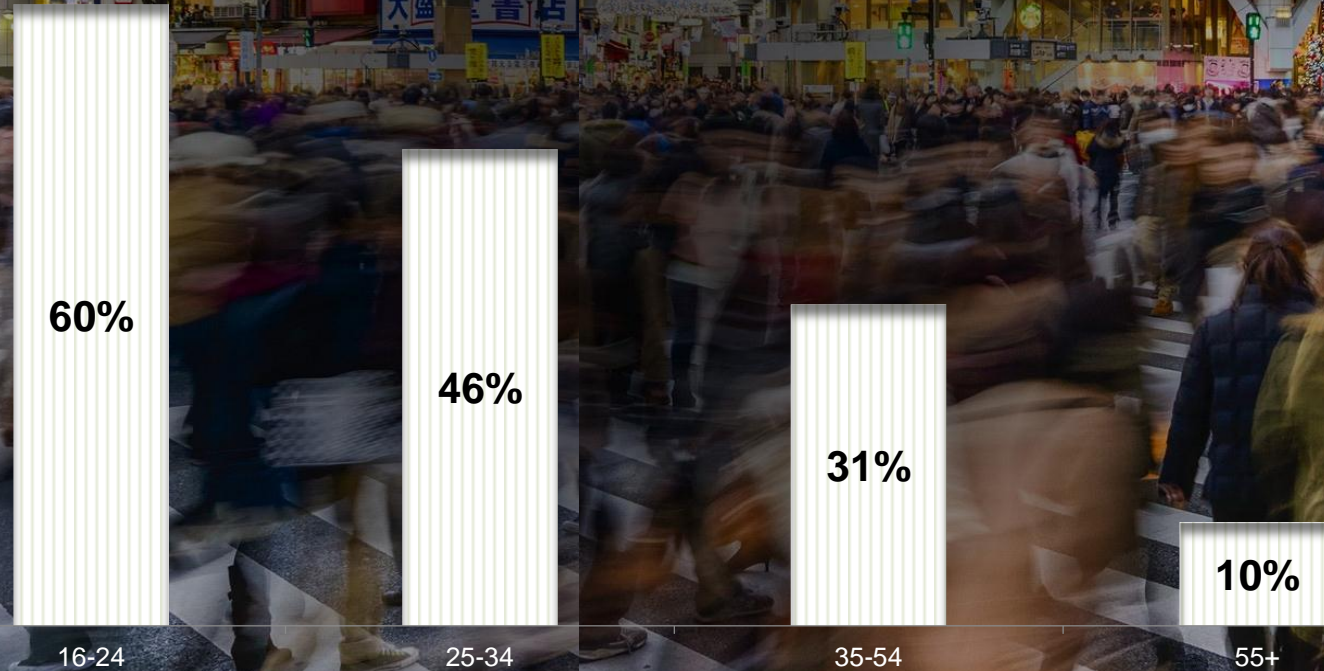


70M

Applications downloaded from the Apple store



Internet access primarily through smartphones



Mobile first

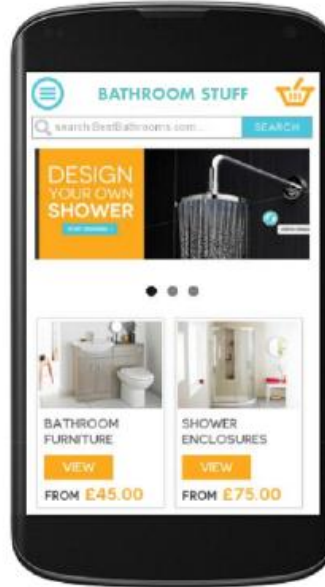
Importance of mobile optimized User Experience

Non-Optimized



The website has at least one of the following issues: content wider than screen, links too close together, mobile viewport not set or text too small to read.

Usable on Mobile



The desktop website is readable and usable on mobile but there is no specific mobile website or responsive design website.

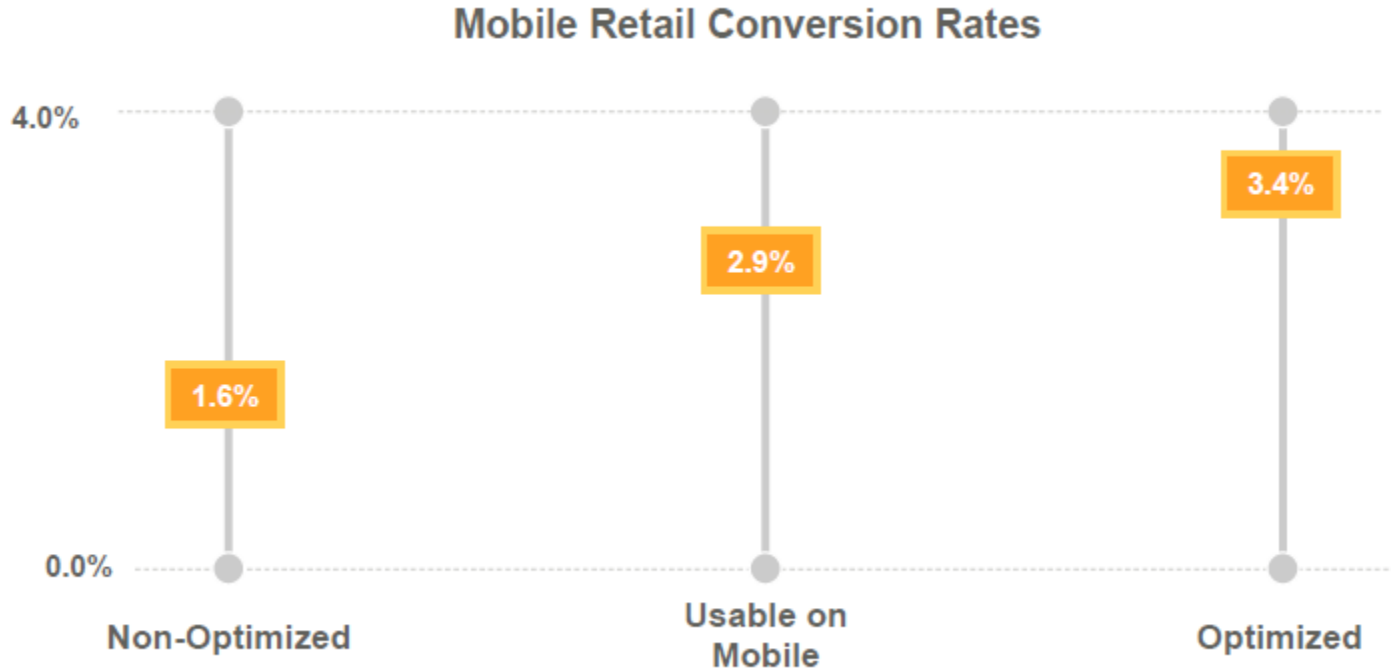
Optimized



The website is either designed to adapt on all mobile devices or specifically created for mobile.

Mobile first

Importance of mobile optimized User Experience





1.5B



700M



300M

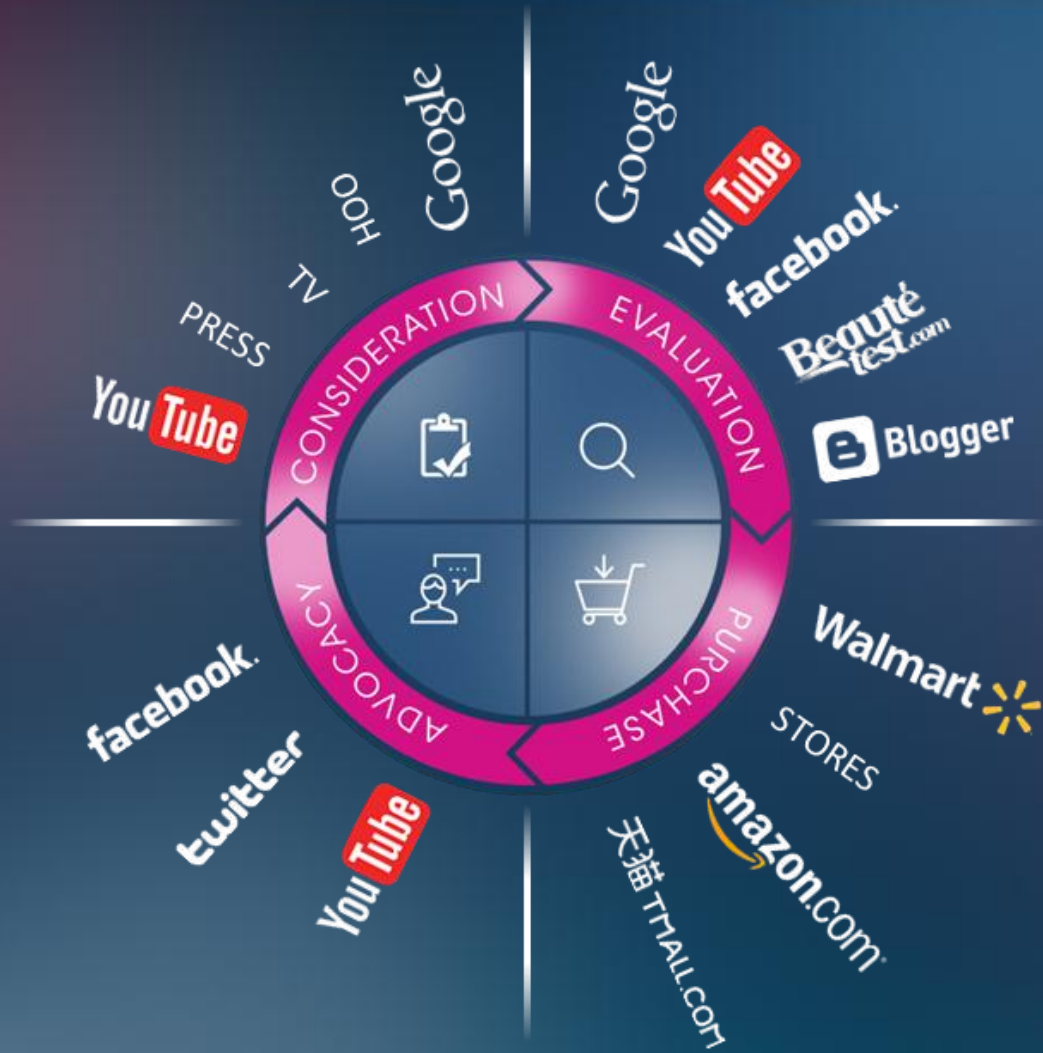


600M

The consumer's path to purchase is no longer linear

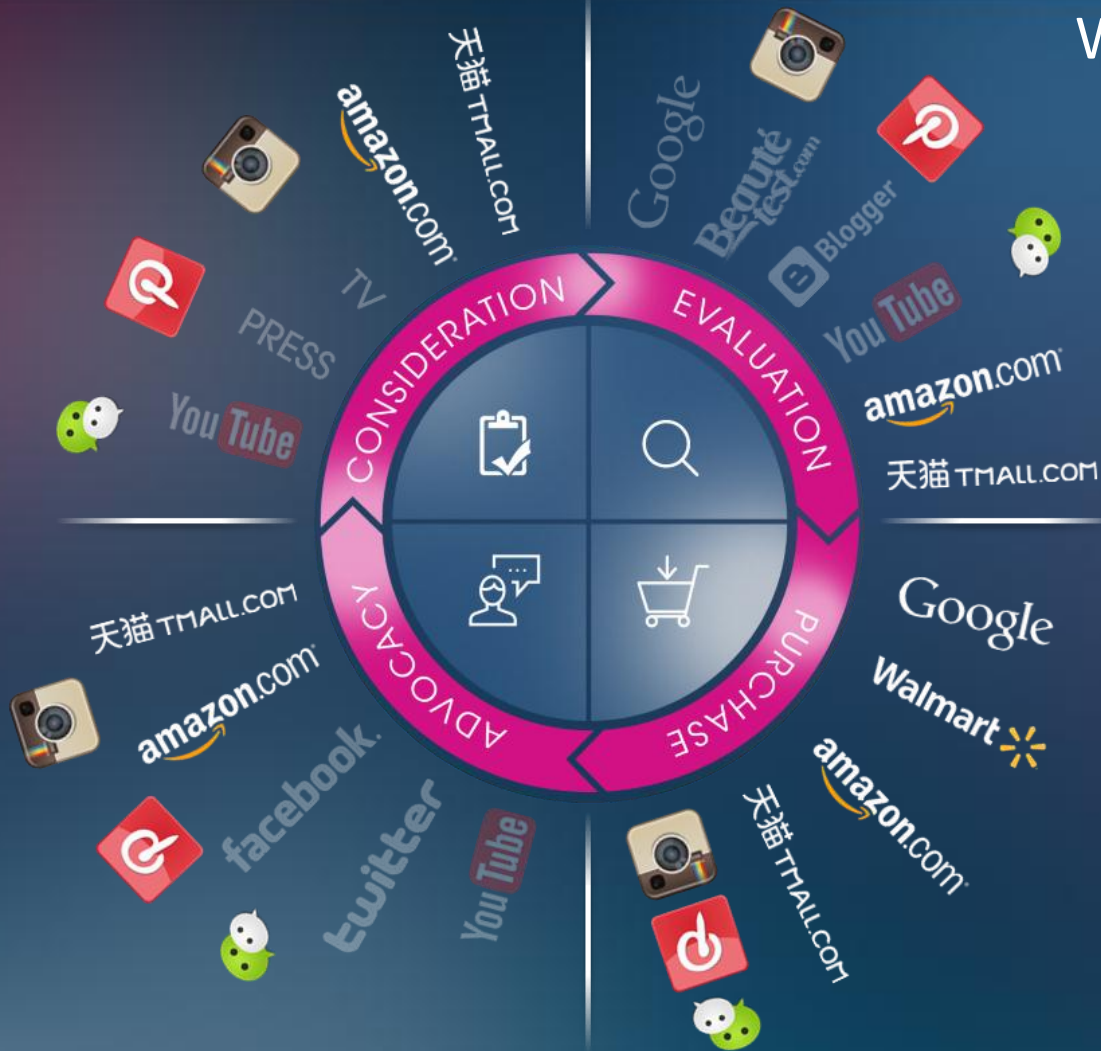




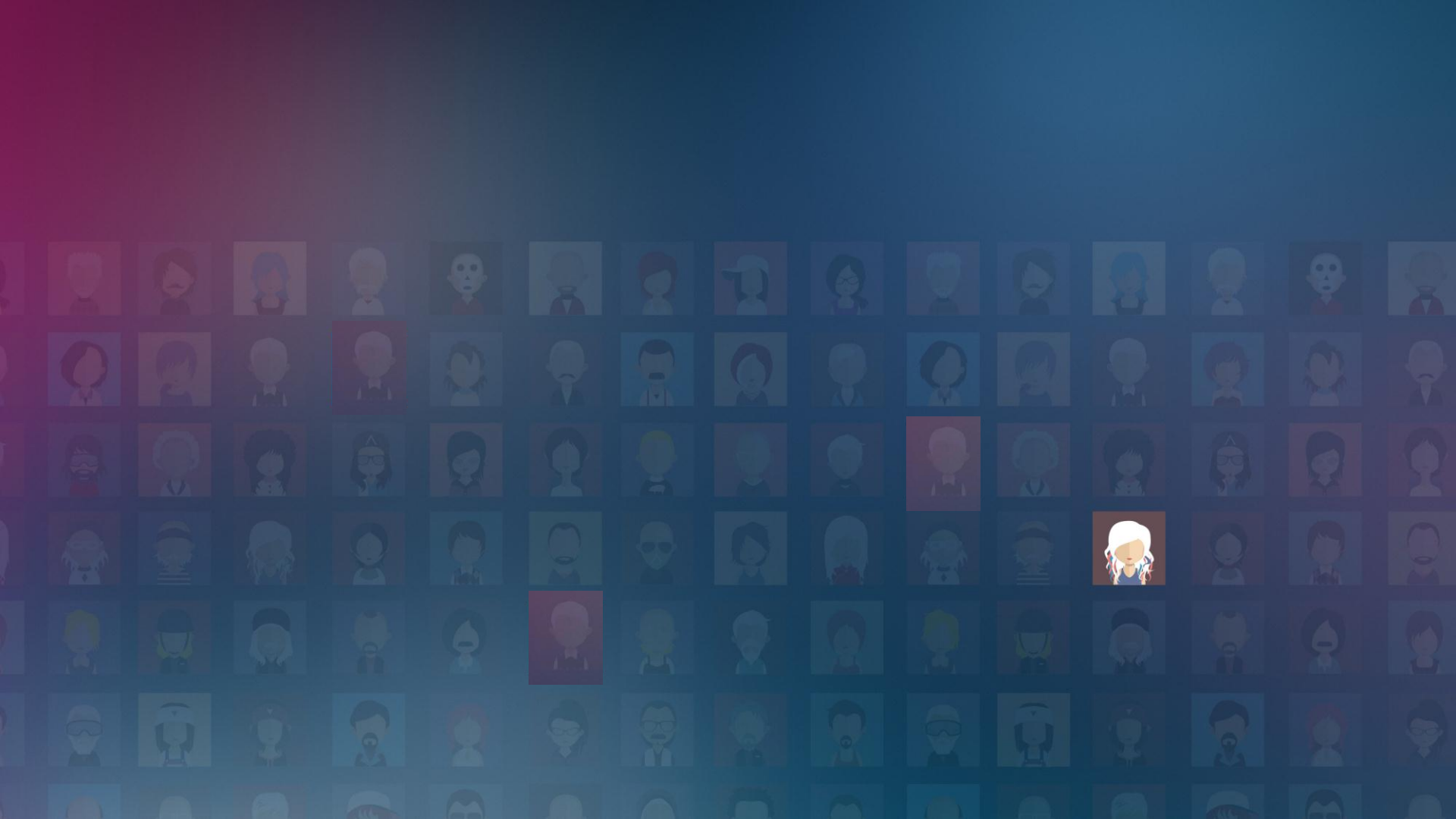


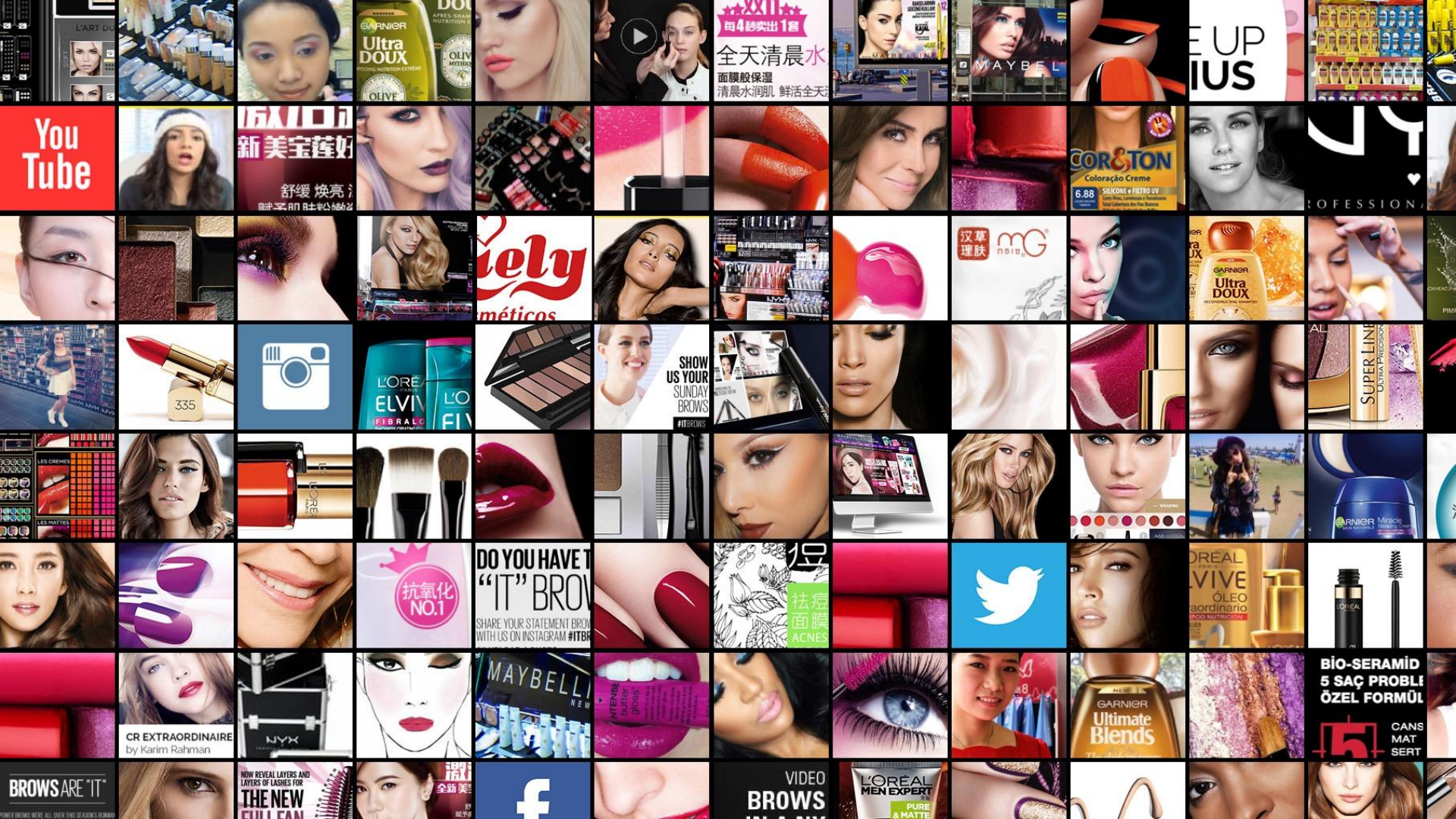


World is blurring









You Tube

舒缓 焕亮
眸子 肌肤 嫩滑

L'Oréal
Elvive
FIB RALCO

汉草
理肤
MG
no.10

SHOW US YOUR
SUNDAY BROWS
#ITBROWS

汉草
理肤
MG
no.10

汉草
理肤
MG
no.10

GARNIER
Ultra
DOUX

GARNIER
Ultra
DOUX

GARNIER
Ultra
DOUX

BROWS ARE IT
POWER BROWS WERE ALL OVER THIS SEASON'S RUNWAY

NOW REVEAL LAYERS AND
LAYERS OF LASHES FOR
THE NEW
CHILI CAN

f

VIDEO
BROWS

L'ORÉAL
MEN EXPERT
PURE
& MATTE

5
CANS
MAT
SERT

BIO-SERAMID
5 SAÇ PROBLI
ÖZEL FORMÜL

L'ORÉAL
VIVE
OLEO
aordinario
PRO NUTRITION

GARNIER
Miracle
ESSENCE

但
祛痘
面膜
ACNES

DO YOU HAVE T
"IT" BROW
SHARE YOUR STATEMENT BROW
WITH US ON INSTAGRAM #ITBROW

抗氧化
NO.1

CR EXTRAORDINAIRE
by Karim Rahman

CR EXTRAORDINAIRE
by Karim Rahman

LES CRÈMES
LES MATTES

LES CRÈMES
LES MATTES

335

335

335

335

335

335

L'ART DU
SOFT

L'ART DU
SOFT



1000

Digital specialists
recruited in 5 years

25%

Of pure media
in digital

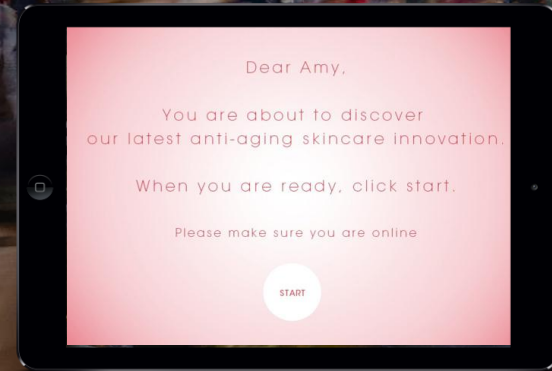
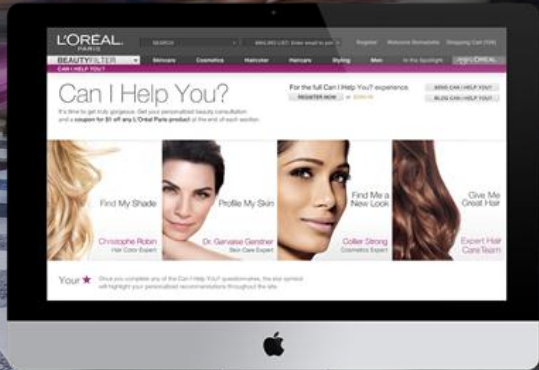
> 1B€

Sales ecommerce
forecast for 2015

A new relationship with brands

Shop Beauty online

A personalized experience





Digital & Beauty

The perfect match

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L'ORÉAL



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