



# 2024

## ANNUAL RESULTS

7 FEBRUARY 2025

### L'ORÉAL

PROFESSIONAL PRODUCTS

**Omar HAJERI**  
President Professional Products



*2024* YEAR OF  
OUTPERFORMANCE

FULL YEAR 2024

L'ORÉAL  
PROFESSIONAL PRODUCTS

+5.3%\*

MARKET

+3%\*\*



\*Like-for-like vs 2023. L'Oréal estimates, % change at constant currencies

\*\*BMS 2024



L'ORÉAL  
PROFESSIONAL PRODUCTS

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26%\*  
*RECORD*  
MARKET SHARE

\*BMS 2024 + Kline 2023

*WINNING*  
STRATEGY  
BASED ON **3** GROWTH  
DRIVERS



1<sup>ST</sup> GROWTH DRIVER  
MOMENTUM  
ON *PREMIUM*  
HAIRCARE





FULL YEAR 2024

L'ORÉAL  
PROFESSIONAL PRODUCTS

+13%\*  
IN VALUE

PREMIUM  
HAIRCARE MARKET

+5%\*\*

\*Sell In Hair Care Like for like vs 2023

\*\*BMS FY 2024. Compass



L'ORÉAL  
PROFESSIONNEL  
PARIS

## Absolut Repair Molecular

PEPTIDES BONDER + 5 AMINO ACIDS

### SHAMPOOING PROFESSIONNEL

Répare la structure moléculaire du cheveu  
Restaure force, élasticité et mouvement

### PROFESSIONAL SHAMPOO

Hair structure molecular repair system  
Restores strength, elasticity and movement

SERIE EXPERT

300 ml 10.1 FL.OZ.

L'ORÉAL  
PROFESSIONNEL  
PARIS



# REDKEN

5TH AVENUE NYC





**K**  
KÉRASTASE  
ELIXIR ULTIME  
INFUSED WITH WILD  
CAMELLIA

2<sup>ND</sup> GROWTH DRIVER  
OMNICHANNEL  
*EXPANSION*

REDKEN  
5TH AVENUE NYC.

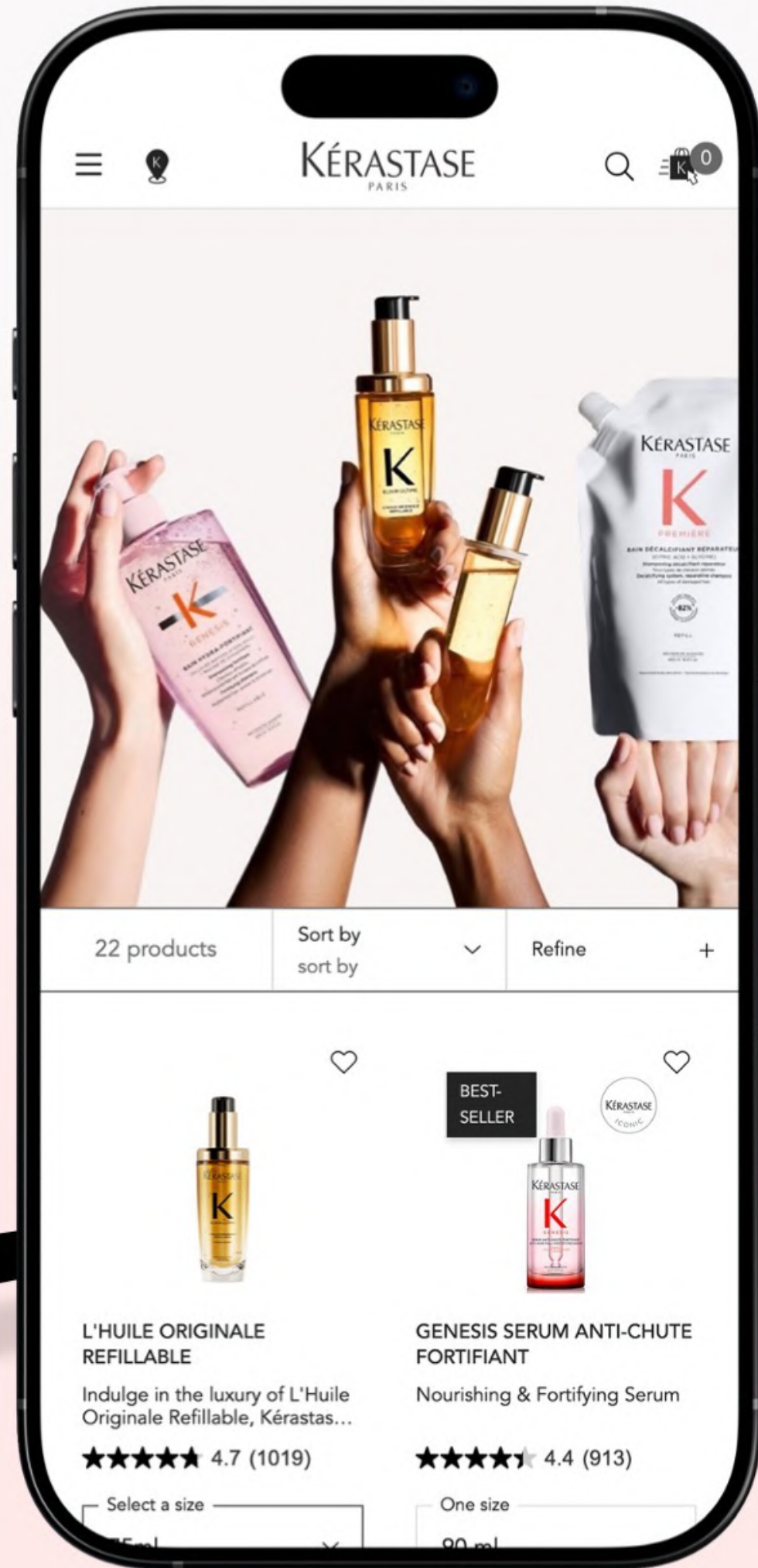
KÉRASTASE  
PARIS

REDKEN  
5TH AVENUE NYC

≈ 400,000\*  
SALONS



\*Estimate



ACCELERATION IN  
*E-COMMERCE*

+19%\*

\*Sell in Like for like vs 2023

E-commerce: Sales achieved on our brands' own websites and estimated sales achieved by our brands corresponding to sales through our retailers' e-commerce websites (non-audited data)

# PROFESSIONAL HAIRCARE



**PROFESSIONAL HAIRCARE**

- DIAGNÓSTICO CAPILAR EXPERTO
- FÓRMULAS PROFESIONALES
- CO-DESARROLLADO CON PELUQUEROS

L'ORÉAL PROFESSIONNEL PARIS

SELECTIVE  
**RETAIL**

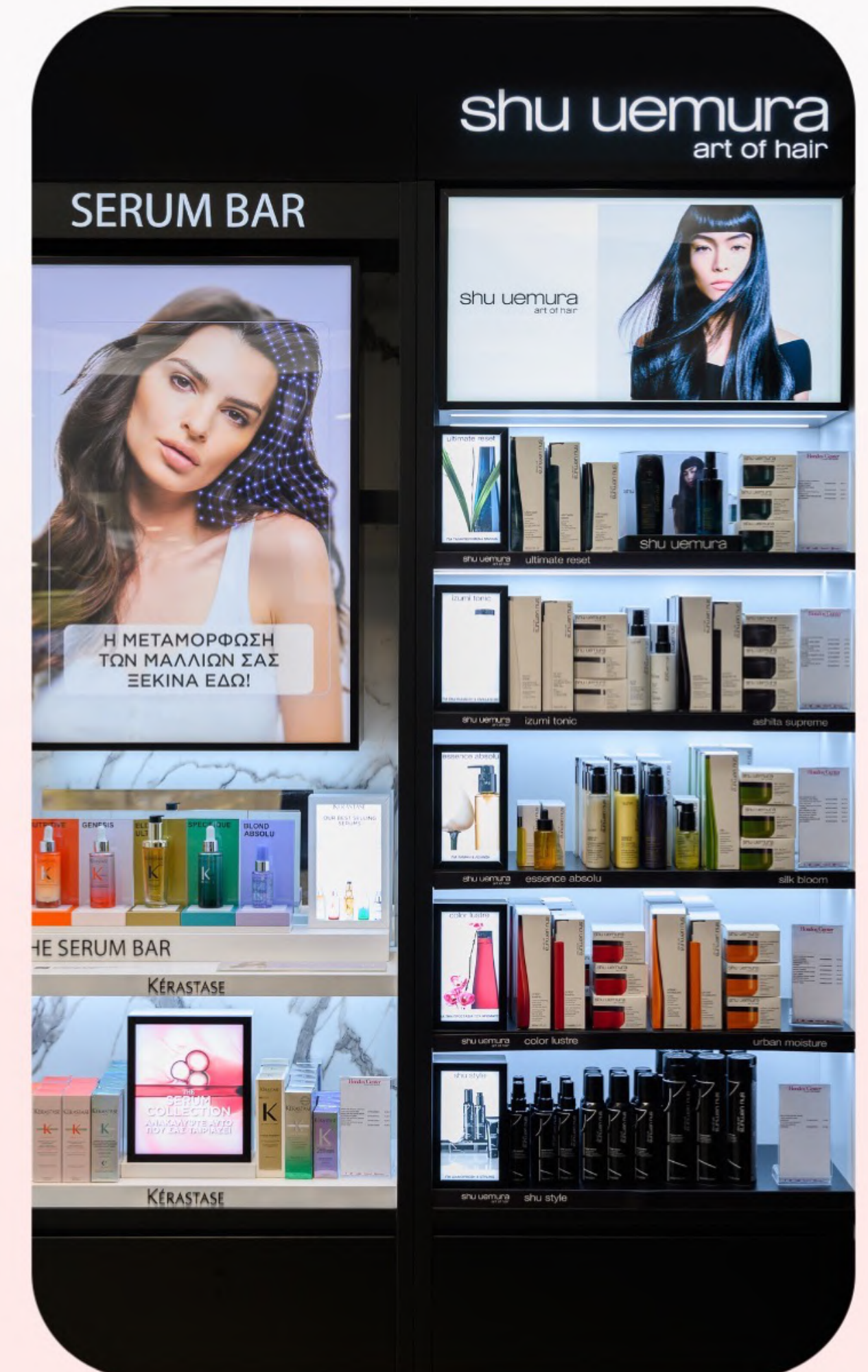
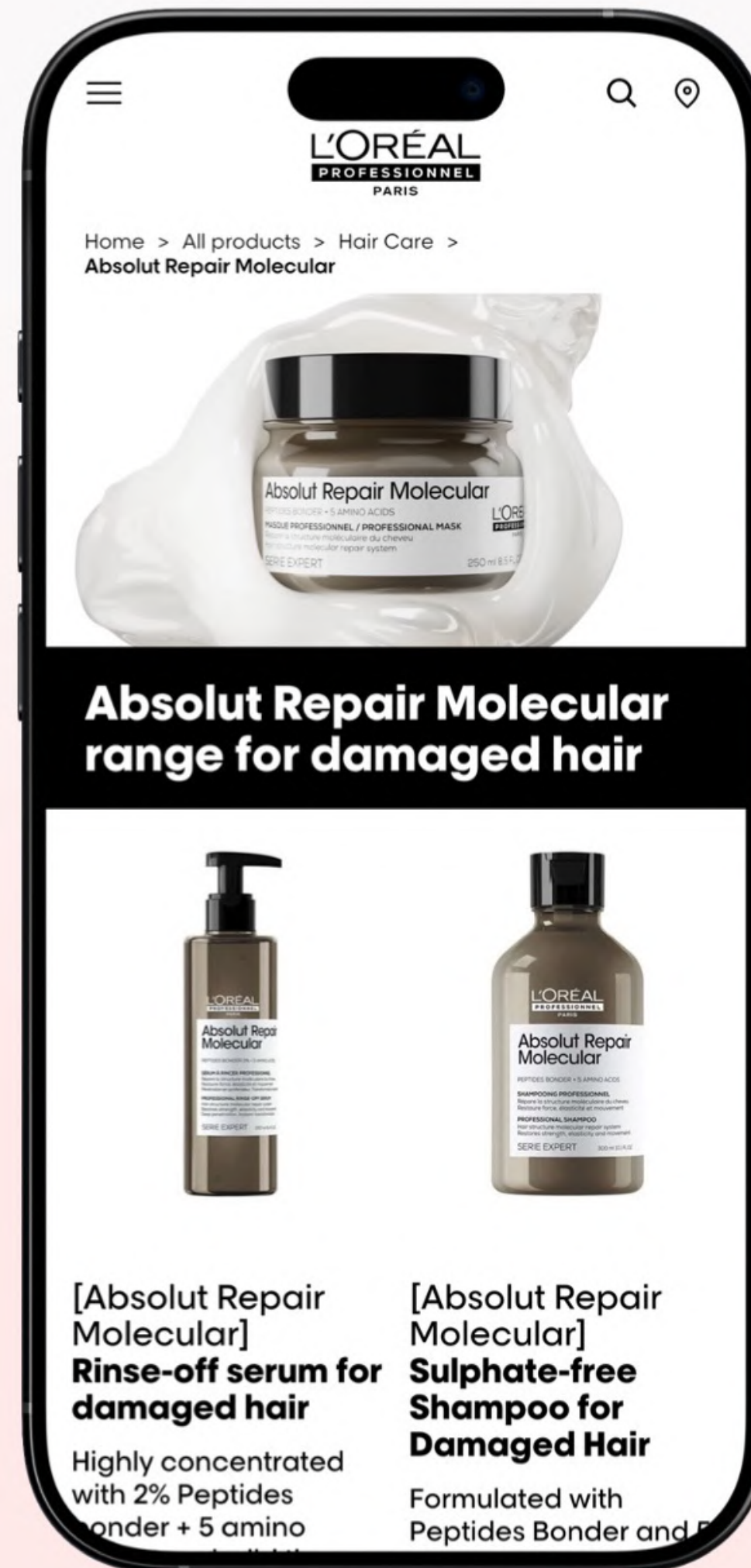
+30%\*

\*Sell In Like for Like vs 2023  
Selective: sales achieved on selective retail

# E-COMMERCE & SELECTIVE RETAIL

38%\*

OF OUR TOTAL  
TURNOVER



\*E-commerce: Sales achieved on our brands' own websites and estimated sales achieved by our brands corresponding to sales through our retailers' e-commerce websites (non-audited data)

3<sup>RD</sup> GROWTH DRIVER  
BROAD-BASED  
*EXPANSION*



O BRILHO DE UM ÍCONE  
**KÉRASTASE**  
PARIS  
x  
SYDNEY SWEENEY  
NOVO  
**ELIXIR ULTIME**  
O ICÔNICO ÓLEO CAPILAR,  
AGORA REFILÁVEL



DESCUBRA A EXPERIÊNCIA

The advertisement features a black and white photograph of Sydney Sweeney with long, wavy hair, wearing a black dress. The text is in white and black, with the brand name 'KÉRASTASE' in a large, bold, serif font. A small QR code is located in the bottom left corner of the ad.

# FULL YEAR 2024 TOP 3 REGIONS\*

+5%

NORTH  
AMERICA

+6%

EUROPE

+7%

NORTH  
ASIA



US

40%\*

OF OUR TOTAL  
TURNOVER

REDKEN  
5TH AVENUE NYC



SHINE FOR DAYS

REDKEN  
5TH AVENUE NYC  
REDKEN  
5TH AVENUE NYC  
REDKEN

SHINE FOR DAYS

\*US sales weight vs total 2024

US

REDKEN  
5TH AVENUE NYC



SHINE  
FOR  
DAYS

REDKEN  
5TH AVENUE NYC  
REDKEN  
5TH AVENUE NYC  
REDKEN

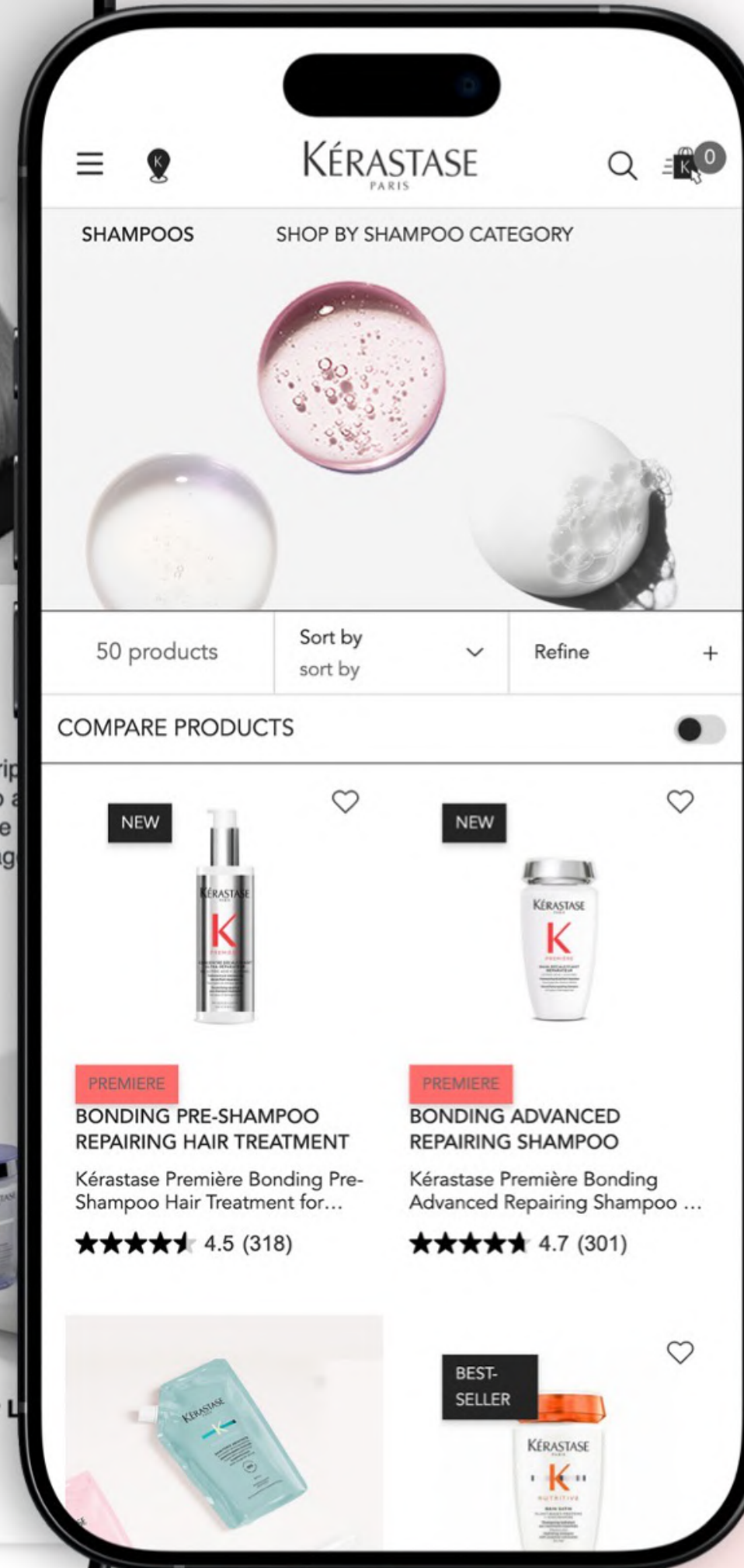
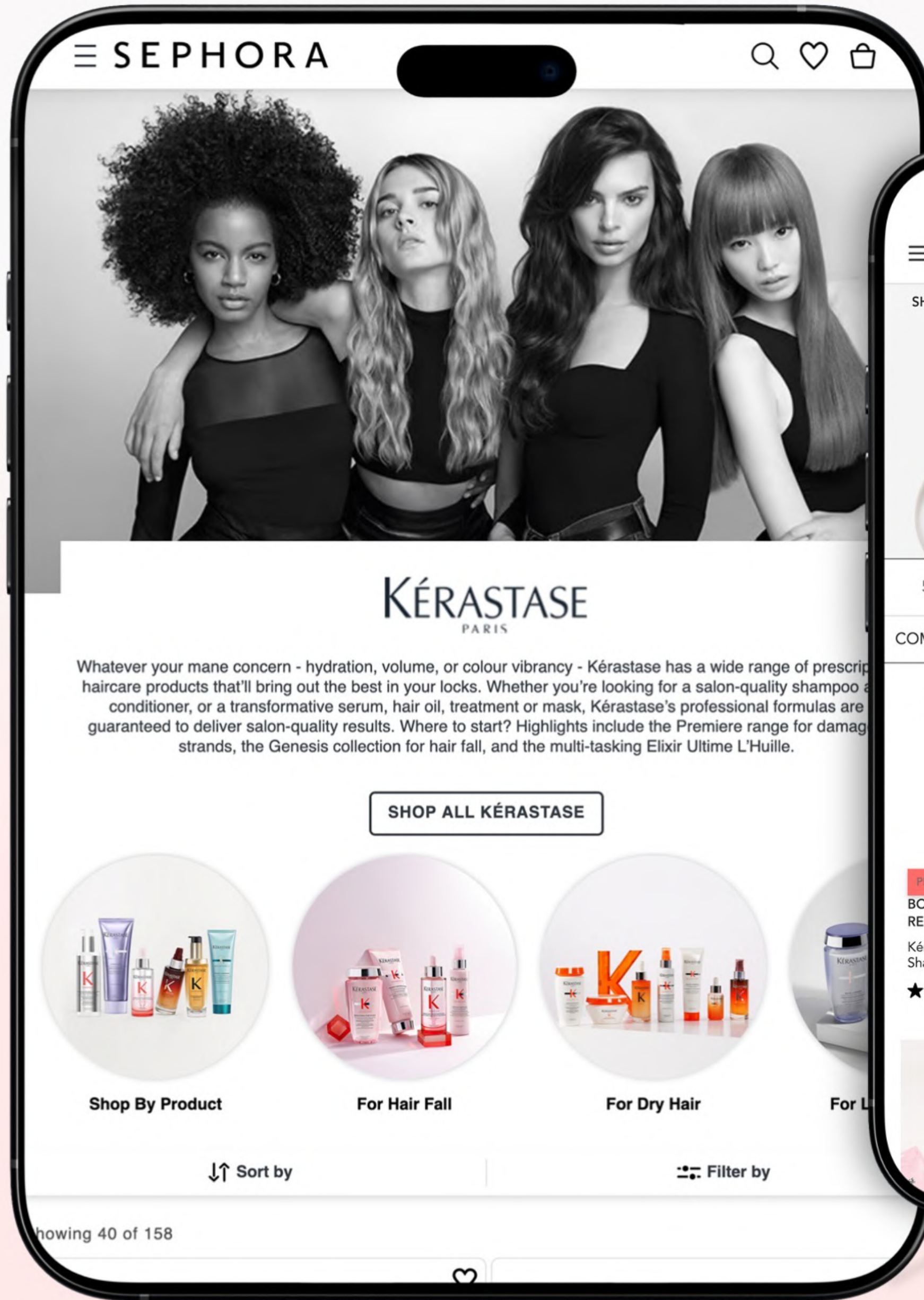
REDKEN  
5TH AVENUE NYC

N°1  
PREMIUM  
HAIRCARE  
BRAND\*

SHINE FOR DAYS

\*Circana Sell-out Retail & Online. Total Hair (care+styling)

# EUROPE



2<sup>nd</sup>  
*BEAUTY*  
BRAND ONLINE\*

CHINA  
+9%\*

KÉRASTASE  
PARIS



THE SHINE OF AN ICON  
KÉRASTASE  
PARIS



NEW  
ELIXIR ULTIME  
巴黎卡诗 鎏光「山茶花」护发精油<sup>1</sup>

THE SHINE OF AN ICON  
KÉRASTASE  
PARIS

\*Like-for-like vs 2023

# CHINA

## KÉRASTASE PARIS

# LEADING HAIRCARE BRAND ONLINE\*

搜索 首页 分类

明星精华 豪礼抢到赚到

硬核防脱 舒缓蓬松



天猫 NO.1 头皮精华

8倍发根稳固<sup>10</sup> 1年拯救12000根头发  
「元气姜」精华 90ml

购物打卡 > 至高赢精华

18:22 KÉRASTASE 年货节 4G

一抹顺3天 秀发自穿香

J\* 3小时前给出好评! 买30ml享125ml\*



到手低至 ¥290 品牌指导价 ¥330 领会员券 ¥40

大促价 ¥330 起/30ml 抖音高城年货节 已售1.1万 | 消费券 >

2款 可选

年货节 抖音旗舰【官方正品】卡诗「海源黑钻」护发精油75ml&30ml保湿滋养水润护理A

运费险 店铺销量126.2万 2.6万人感兴趣 1千+人正在看

品牌水润精油爆款榜 第2名 >

护发 | 柔软顺滑 KERASTA... 中性 西班牙 >  
功效 品牌 适用发质 产地

运费险 · 7天无理由退货 · 过敏包退 · 极速退款 >

进店 客服 购物车 加入购物车 大促价 ¥330 立即购买

FULL YEAR 2024  
EMERGING MARKETS\*

+15%  
MEXICO

+19%  
BRAZIL

+18%  
GULF  
COUNTRIES

# MEXICO

+15%\*

KÉRASTASE  
PARIS

NUEVO  
ELIXIR ULTIME  
EL ICÓNICO ACEITE CAPILAR,  
AHORA REFILL



\*Like-for-like vs 2023

# BRAZIL

+19%\*



KÉRASTASE  
PARIS  
A TRANSFORMAÇÃO DO SEU CABELO E COURO CABELUDO COMEÇA AQUI

\*Like-for-like vs 2023



# GULF COUNTRIES

+18%\*



\*Like-for-like vs 2023

# CHANNEL & GEOGRAPHIC *EXPANSION*





STRONG  
POTENTIAL OF  
*CONQUEST*

1. CONQUEST OF NEW  
*CONSUMERS*  
ON PREMIUM HAIRCARE



BOOSTED BY  
**SOCIAL**  
*MEDIA*



PROPELLED BY **STRONG**  
*TRENDS*





PREMIUM HAIRCARE  
IS A **POWERFUL**  
*GROWTH*  
ENGINE

US

KÉRASTASE  
PARIS

Available at the finest salons worldwide  
Find a salon near you



KÉRASTASE  
PARIS

Available at the finest salons worldwide  
Find a salon near you



REFILLABLE



TKTS  
a service of theatre development fund

Southbound  
Use 7 Ave  
Best Route

let's summer at bravo

Olive Garden







US  
TOTAL  
HAIRCARE MARKET

L'ORÉAL  
PROFESSIONAL PRODUCTS

≈ 10%  
IN VALUE \*

< 4%  
IN VOLUME \*

\*USA market 360 - Dec 2024

THE SHINE OF AN ICON  
**KÉRASTASE**  
PARIS  
X  
SYDNEY SWEENEY

NEW  
**ELIXIR ULTIME**  
THE ICONIC HAIR OIL,  
NOW REFILLABLE

SCAN TO DISCOVER

OPPORTUNITIES OF  
*RECRUITMENT*

# POWERFUL BRAND *PORTFOLIO*

shu uemura  
art of hair

KÉRASTASE  
PARIS

 PUREOLOGY®  
PROFESSIONAL COLOR CARE

L'ORÉAL  
PROFESSIONNEL  
PARIS

REDKEN  
5TH AVENUE NYC

MIZANI®  
TEXTURE LOVE SINCE 1991

PULPRIOT

 matrix

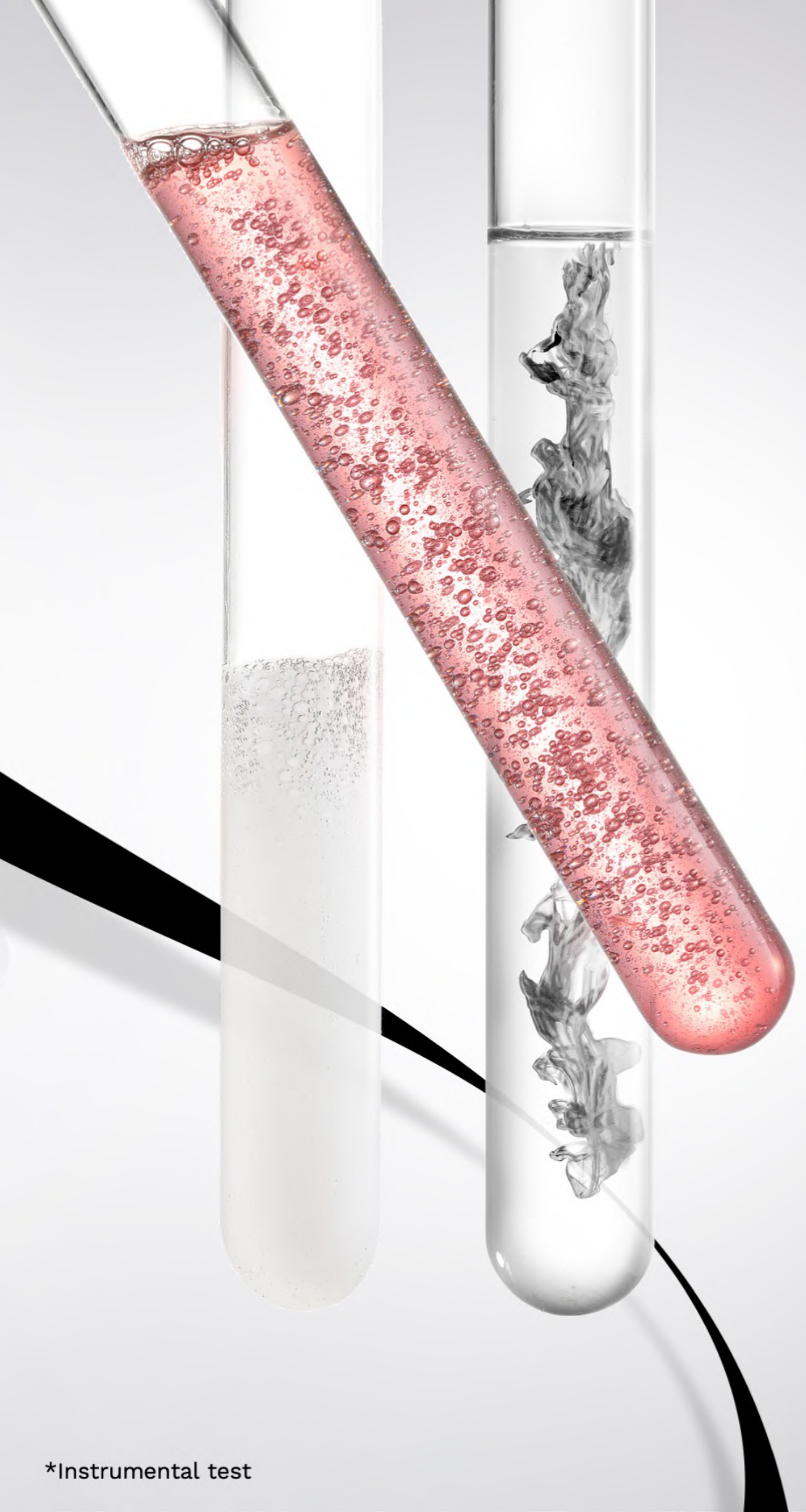
 BIOLAGE  
PROFESSIONAL

L'ORÉAL

RESEARCH  
& INNOVATION

CUTTING-EDGE  
*SCIENTIFIC*  
DISCOVERIES





PREMIÈRE

REVERSES **96%**  
OF **DAMAGE**  
IN ONE USE\*



\*Instrumental test

ELEVATING  
OUR SALON  
*SERVICES*





L'OREAL  
PROFESSIONNEL  
PARIS

L'OREAL  
PROFESSIONNEL

Try  
me

Kérastase

Kérastase

Kérastase



ADVANCED  
*DIAGNOSTICS*



K

TREATMENT TOOL

TREATMENT DEVICE

CHRONOLOGISTE & SCALP STEP 1

CHRONOLOGISTE STEP 2

CHRONOLOGISTE STEP 3

KÉRASTASE

A luxury haircare advertisement featuring a black jar of caviar-like hair treatment, a gold spoon with more product, and a gold ring. The text "DEEP HAIRCARE TREATMENTS" is centered in white.

DEEP HAIRCARE  
*TREATMENTS*





LUXURY  
*HAIR SPA*  
EXPERIENCES

CHINA

STYLIST  
*ADVOCACY*  
AT SCALE



ATTRACT & ENGAGE **NEW**  
*CONSUMERS*





2. CONQUEST OF NEW  
*STYLLISTS*



# *GAIN* MARKET SHARE IN SALONS

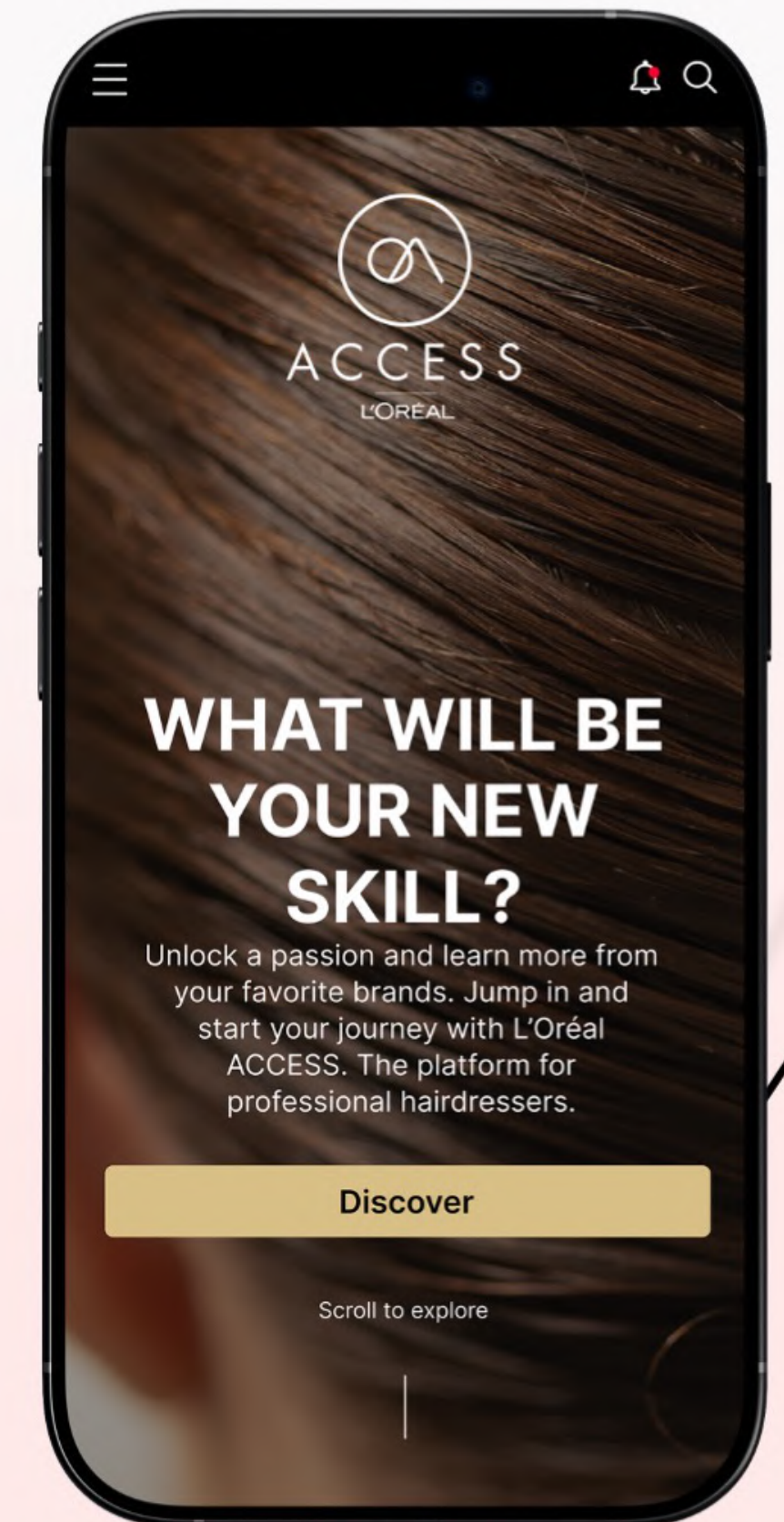
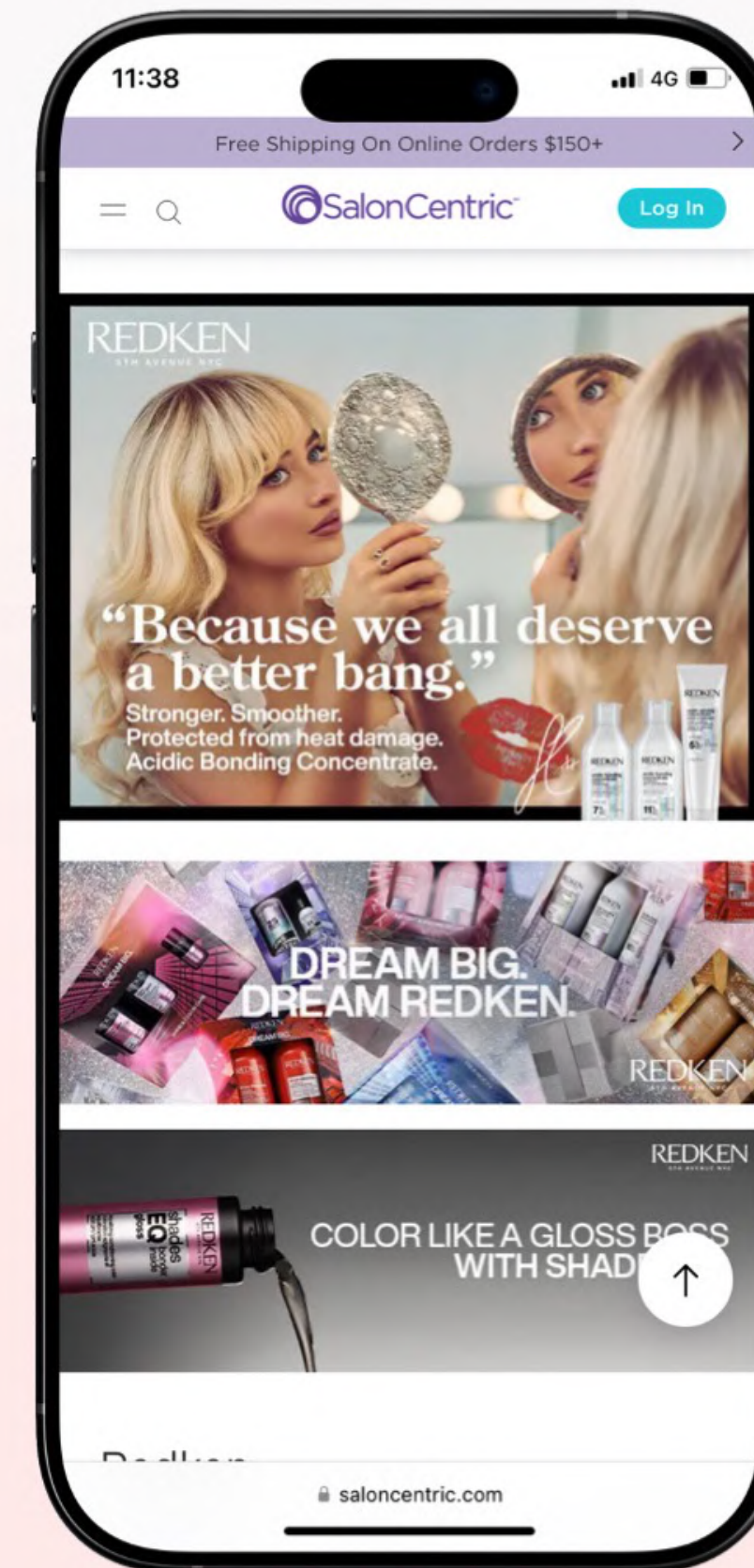
REDKEN  
5TH AVENUE NYC

REDKEN  
5TH AVENUE NYC

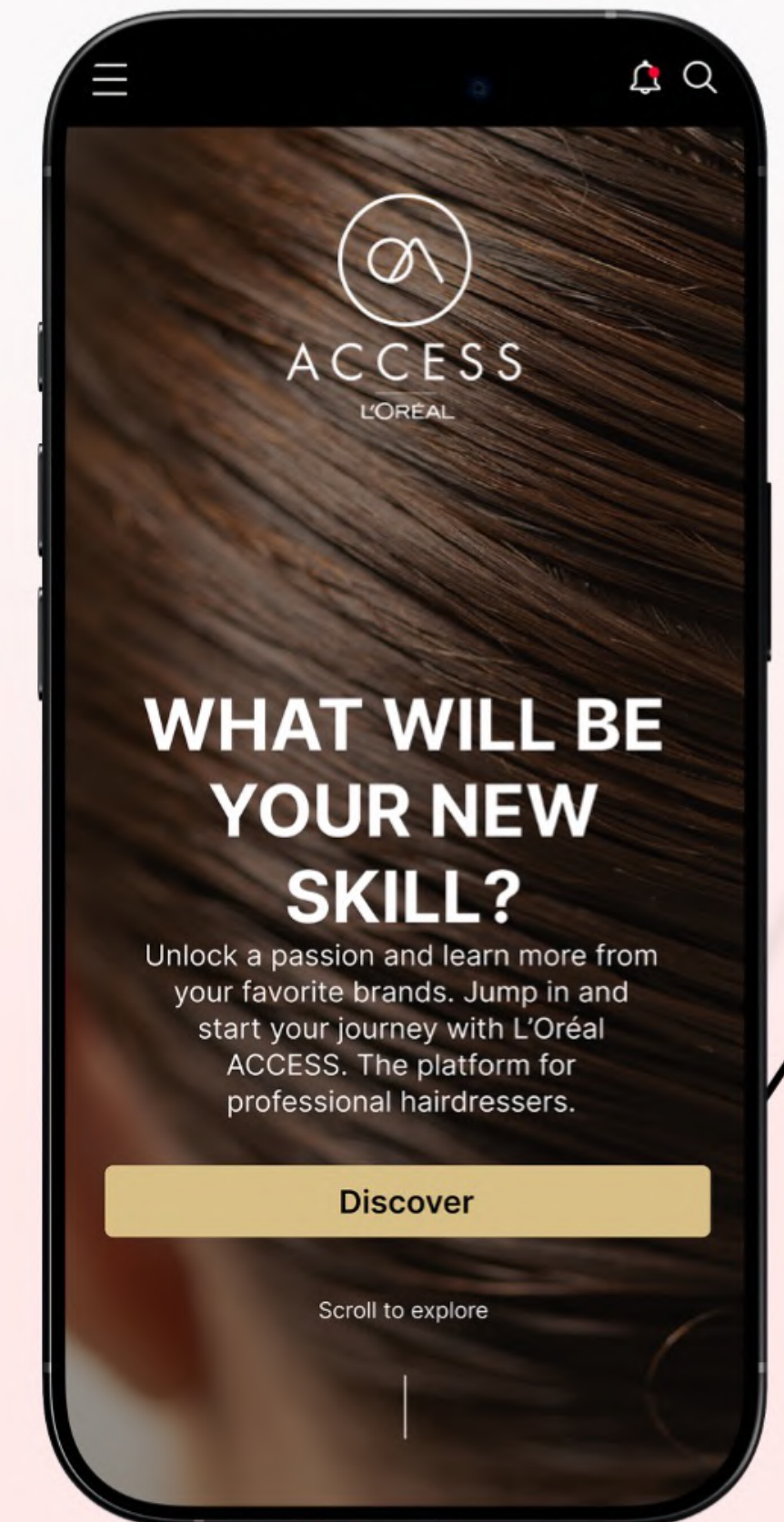
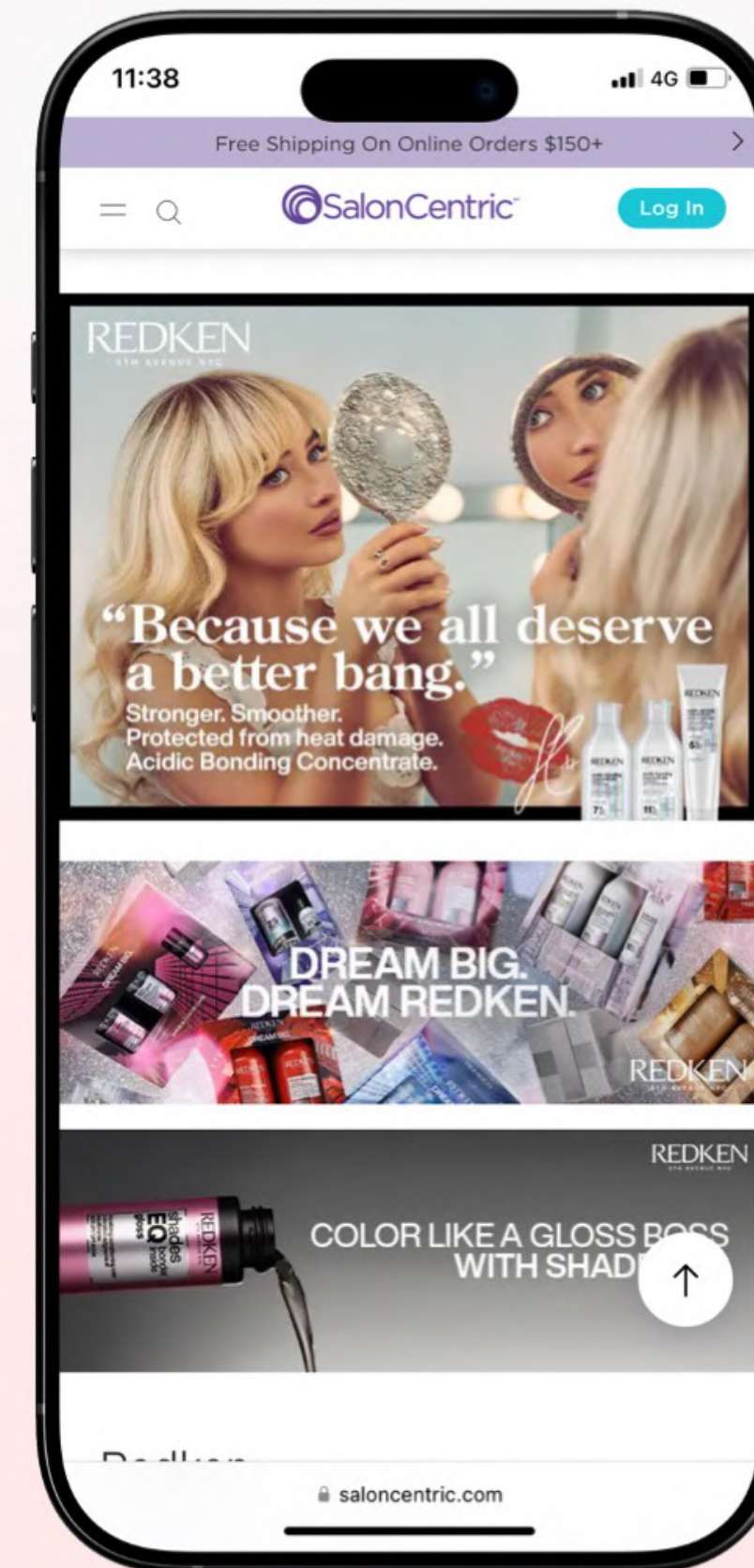
MEANS TO  
*INVEST*  
IN SALONS



# SUCCESSFUL OPERATING *MODEL*



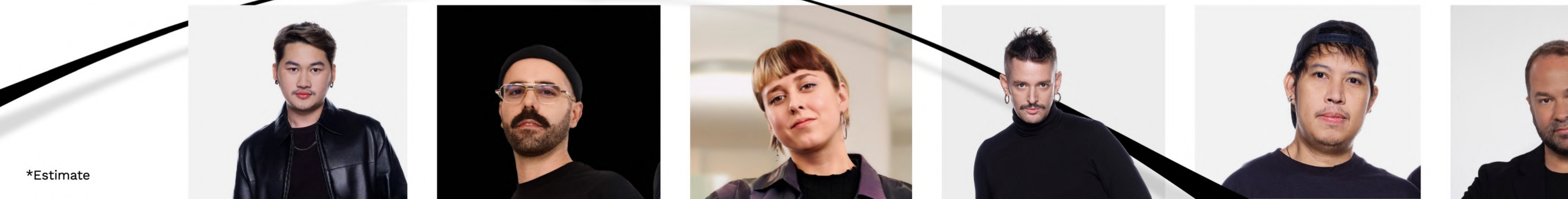
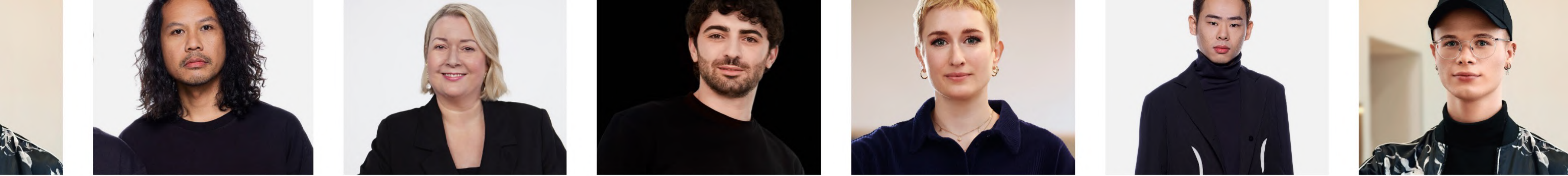
# DIGITAL & DATA-DRIVEN ECOSYSTEM







RISE OF  
INDEPENDENT  
*STYLISTS*



\*Estimate

AirLight Pro



3. CONQUEST OF  
*ADJACENCIES*



AirLight Pro



REVOLUTIONARY  
*HAIR DRYER*

AirLight Pro

3 BILLION EURO\*  
PREMIUM HAIR DEVICE  
MARKET

\*Etude Bain - multi sources: Euromonitor, Circana, Gfk



# EXCEPTIONAL

## FEEDBACK

“ This is absolutely the best! The hair dries so quickly and it gives so much shine! I am in ❤️ ”

“ After several weeks of testing, I can say that this hair dryer is a real gem! I won't use any other hair dryer again ”

“ A RE-VO-LU-TION!!!! This is the best hair dryer of my life 😍 ”

“ I love its power and speed; my team immediately adopted it! We can't do without it anymore. ”



NEW  
*GROWTH*  
ENGINE



*2025* BEAUTY  
*STIMULUS*  
PLAN







INNOVATION IN  
**HAIRCARE**



INNOVATION IN  
**HAIRCARE**

L'ORÉAL  
PROFESSIONNEL  
PARIS

**Vitamino Color  
Spectrum**

ALPHA-SILANE 5%

**PROFESSIONAL GLASS SHINE SERUM**

Glass shine. Lasting results up to 5 washes  
Anti frizz & humidity control

SERIE EXPERT

50 ml 1.6 FL.OZ



**REDKEN**  
5TH AVENUE NYC

**acidic bonding  
concentrate**

**24/7 night & day serum  
sérum jour & nuit 24h/7j**

strength repair, hydration, shine,  
protection/réparation intense,  
hydratation, brillance, protection

**for/pour:**  
demanding, processed hair/cheveux  
sensibilisés et/ou traités en salon

CITRIC ACID +  
SQUALANE +

**7%**  
bonding  
care  
complex

SALON  
EXPERT  
CONCENTRATION

3.4 fl oz 100 ml e

INNOVATION IN  
**HAIRCARE**



INNOVATION IN  
**HAIRCARE**

INNOVATION IN  
**HAIR COLOR**



READY  
FOR THE  
*FUTURE*



LEADING THE  
PROFESSIONNAL BEAUTY  
*INDUSTRY*





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