

Clichy, December 13th, 2010 at 6:30 p.m.

## L'OREAL USA ACQUIRES PEEL'S SALON SERVICES EXTENDING ITS COVERAGE OF AMERICAN HAIR SALONS

L'Oréal USA, a subsidiary of L'Oréal, has acquired, through its SalonCentric division, the professional distribution business of Peel's Salon Services, a Nebraska-based company.

Peel's Salon Services supplies hair salons in 12 states across the mid-U.S. (North and South Dakota, Wyoming, Oklahoma, Montana, Colorado, Nebraska, Kansas, Iowa, New Mexico, Minnesota and Missouri) with a network of representatives and outlets open only to professionals. The company's net sales are approximately \$100 million.

With this new acquisition, the SalonCentric division of L'Oréal USA is extending its distribution territory, now covering the vast majority of the United States. It demonstrates the constant determination of the Professional Products Division to offer a better service to U.S. hair salons.

This acquisition is consolidated as of December 11<sup>th</sup>, 2010.

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*"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](http://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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