



# 2022 ANNUAL RESULTS

**L'ORÉAL**  
Professional Products

Omar HAJERI



2022  
EXCEPTIONAL  
PERFORMANCE





L'ORÉAL  
Professional Products

€4.5 BILLION  
TURNOVER



L'ORÉAL  
PROFESSIONNEL  
PARIS

BILLIONAIRE  
BRANDS

KÉRASTASE  
PARIS





FULL YEAR 2022

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**L'ORÉAL**

Professional Products

+ **10.1%**<sup>\*</sup>

MARKET

≈ + **5%**<sup>\*\*</sup>

<sup>\*</sup>2022 % change, like-for-like

<sup>\*\*</sup>L'Oréal estimates, % change at constant currencies



2022 vs 2019

Like-for-like change

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L'ORÉAL

Professional Products

+ 29%



OUTPERFORMED  
IN ALL ZONES



# FULL YEAR 2022

NORTH AMERICA

+7%

EUROPE

+7%

NORTH ASIA

+24%

LATIN AMERICA

+12%

SAPMENA-SSA

+26%



# CHINA

+32%\*



\*Like-for-like vs 2021

Chengdu, China



# INDIA

## +50%\*

L'ORÉAL  
PROFESSENNEL  
PARIS

KÉRASTASE  
PARIS

[Serioxyl Advanced] Professional reset for denser hair in only 6 weeks\*.

\*Clinical study with 79 women during 12 weeks.

© 2021 L'Oréal Paris

MOST LOVED

\*Like-for-like vs 2021

Mohali, India







OUTPERFORMED  
IN OUR TWO **KEY** CATEGORIES

# 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



# HAIRCARE

L'ORÉAL

Professional Products

+16.5%\*

2022 vs 2021

\*2022 % change, like-for-like



A woman with long, dark, flowing hair is the central focus of the image. She is wearing a white, sleeveless top. The background is black, and the lighting highlights her hair and face. The text 'PREMIUM HAIRCARE' is overlaid on the left side of the image.

PREMIUM  
HAIRCARE



# HAIRCARE

KÉRASTASE  
PARIS

+ 16%\*

2022 vs 2021



\*2022 % change, like-for-like

# HAIRCARE

**L'ORÉAL**  
**PROFESSIONNEL**  
PARIS

+ **27**%\*

2022 vs 2021



\*2022 % change, like-for-like



# HAIR COLOR

L'ORÉAL

Professional Products

+5.3%\*

2022 vs 2021

\*2022 % change, like-for-like





# SHADES EQ

## BONDER INSIDE



OUR  
**WINNING**  
STRATEGY



A REINVENTED  
RELATIONSHIP WITH  
**CONSUMERS**





TRULY  
OMNICHANNEL





STRONG SALON  
FOOTPRINT



# ACCELERATING IN E-COMMERCE

The screenshot shows the Tmall mobile app interface. At the top, there is a red header with the Tmall logo and '登录' (Login). Below the header is a search bar with the text '搜索商品、品牌'. A banner for '重要公告 点击了解 >>' (Important Announcement Click to Know >>) is visible. The main promotional banner features the Kerastase Paris logo and the text 'KÉRASTASE × 天猫 年货买不停' (Kerastase Paris x Tmall New Year's Goods Buy Non-stop). The main headline is '闪耀新岁 礼遇纷呈' (Sparkling New Year, Gifts Abound) with the offer '买100ml赠310ml礼' (Buy 100ml, Get 310ml Gift). A yellow button says '「灵兔绮运瓶」' (Lingtu Qiyun Bottle). The central image shows a bottle of Kerastase Elixir Ultime hair oil. At the bottom of the banner, there is a small note: '1. 「灵兔绮运瓶」产品包装名为卡诗菁纯亮泽经典护发油, 全店限量1800份。' (1. 「Lingtu Qiyun Bottle」 product packaging name is Kerastase菁纯亮泽经典护发油, limited quantity in the store 1800 units). Below the banner is a red button '立即抢购' (Buy Now) and a date range '1/5-1/13' with the text '新年挚礼 顺丰速达' (New Year's Gift, SF Express Delivery). At the bottom, there is a '天猫 年货买不停' (Tmall New Year's Goods Buy Non-stop) banner with a countdown timer showing '01 天 07 时 19 分 49 秒' (01 Day 07 Hours 19 Minutes 49 Seconds) and the text '距活动结束剩余' (Remaining time until activity ends).

# SPECIALTY RETAIL



## Innovación Metal Detox

Patentes otorgadas, 2 pendientes en Francia.

[Metal Detox]  
Evita la rotura del cabello y  
mantén tu color perfecto.  
97% menos rotura.  
Color más duradero.  
x2 más brillo<sup>2</sup>.

PRIMO 1] PRIMO 2] PRIMO 3]

[Metal Detox]  
97% menos rotura<sup>1</sup>.  
Color más duradero.  
x2 más brillo<sup>2</sup>.

PIDE GRATIS TU MUESTRA  
METAL DETOX

[Metal Detox]  
Evita la rotura del cabello  
y mantén tu color perfecto.

L'OREAL

[Metal Detox]

[Paso 1]  
Champú crema  
limpiadora.

[Paso 2]  
Mascarilla  
protectora.

[Paso 3] **¡NUEVO!**  
Aceite  
concentrado.

PRIMO

PRIMO



# E-Commerce\* & Specialty Retail



L'ORÉAL  
Professional Products

30%

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' ecommerce websites (non-audited data)



# INVESTMENTS IN MEDIA



海旅免税城

巴黎卡诗  
KÉRASTASE  
PARIS

世界领先的  
奢华美发专家



REINVENTED  
RELATIONSHIP WITH  
HAIRSTYLISTS



RISE OF  
**INDEPENDENT**  
STYLISTS







THE MOST POWERFUL  
**DATA-DRIVEN**  
DIGITAL ECOSYSTEM





2.5 MILLION  
HAIRSTYLISTS\*



\*Estimate





L'ORÉAL  
PARTNER SHOP



REDKEN  
5TH AVENUE NYC



**NEW! SHADES EQ BONDER  
INSIDE CHAMPAGNE BLONDE  
WITH A KISS OF ROSE**

**SHOP NOW**



**SHOP NOW**

REDKEN  
5TH AVENUE NYC

**YOUR FAVOURITE BRANDS IN  
HAIRCARE AND HAIRCOLOR,  
NOW AVAILABLE ONLINE.**



IT'S A **MATCH**



**Shop Now**

L'ORÉAL  
PARTNER SHOP



☰ L'OREAL ACCESS 🔒 ⭐ 🔄 🔍

**Welcome back**  
You are close to become an expert!  
▶ Continue learning

REDKEN  
**Smoothing secrets**  
Haircare education Retail  
▶ 27min remaining  
🕒 maybe later

👤 YOU ARE INVITED BY RICHARD  
**Redken online Panel** • LIVE  
▶ Join 🗣️

FOCUS ON WHAT MATTERS  
**Explore by categories**

- Lightening 1083 content
- Color 1083 content
- Care 1083 content
- Community 1083 content
- Styling&Cutting 1083 content
- Texture 1083 content

BECAUSE YOU LIKE REDKEN  
**It's new it's just for you** See All

WE NEED YOU  
**Share your experience on Access and help us create your next learning experience**  
Take the survey  
Estimated time : 1min30  
maybe later

**Moving curls**  
Haircare Masterclass  
EN • 1h30 👤 12 ⌵ ⌶ ⌶ ⌶ ⭐ 4.6

**Opening Shakras**  
Haircare Masterclass  
EN • 1h30 👤 12 ⌵ ⌶ ⌶ ⌶ ⭐ 4.6

**Opening Shakras**  
Haircare Masterclass  
EN • 1h30 👤 12 ⌵ ⌶ ⌶ ⌶ ⭐





*New Online Exclusives!*

Only on SalonCentric.com & Our App!



Look for the  
**ONLINE EXCLUSIVE  
icon!**

More Categories to Love!



Haircare



Apparel



Appliances



Equipment



Food & Beverage



Salon Supplies

Top Deals This Month

**amika:**

Hydrated Hair is In Your Future  
NEW WATER SIGN HYDRATING HAIR OIL

**KENRA**

Buy 1 Get 1 50% OFF  
KENRA ALLCURE

**SEXYHAIR**

The Stars Aligned for SexyHair  
BIG SEXYHAIR HAIRSPRAY DUOS \$17

**L'OREAL PROFESSIONNEL**

Save 15%  
ON 3+ SERIE EXPERT PRODUCTS

**matrix**

Bigger Tube!  
Better Value!  
Save Up To 20%  
WHEN YOU PURCHASE SOCOLOR TUBES!

**BIOLAGE**

Mix & Match - 3 for \$27  
RETAIL HAIRCARE AND STYLERS

**PUREOLOGY**

Save 25%  
ON PUREOLOGY MINIS

Product Type

Featured

Brand

Sub Brand

Product Line

Product Form

Color

Online Exclusives

4,234 Results

MOST POPULAR



GAMA ITALY  
GAMA PROFESSIONAL  
10 Definite Clips

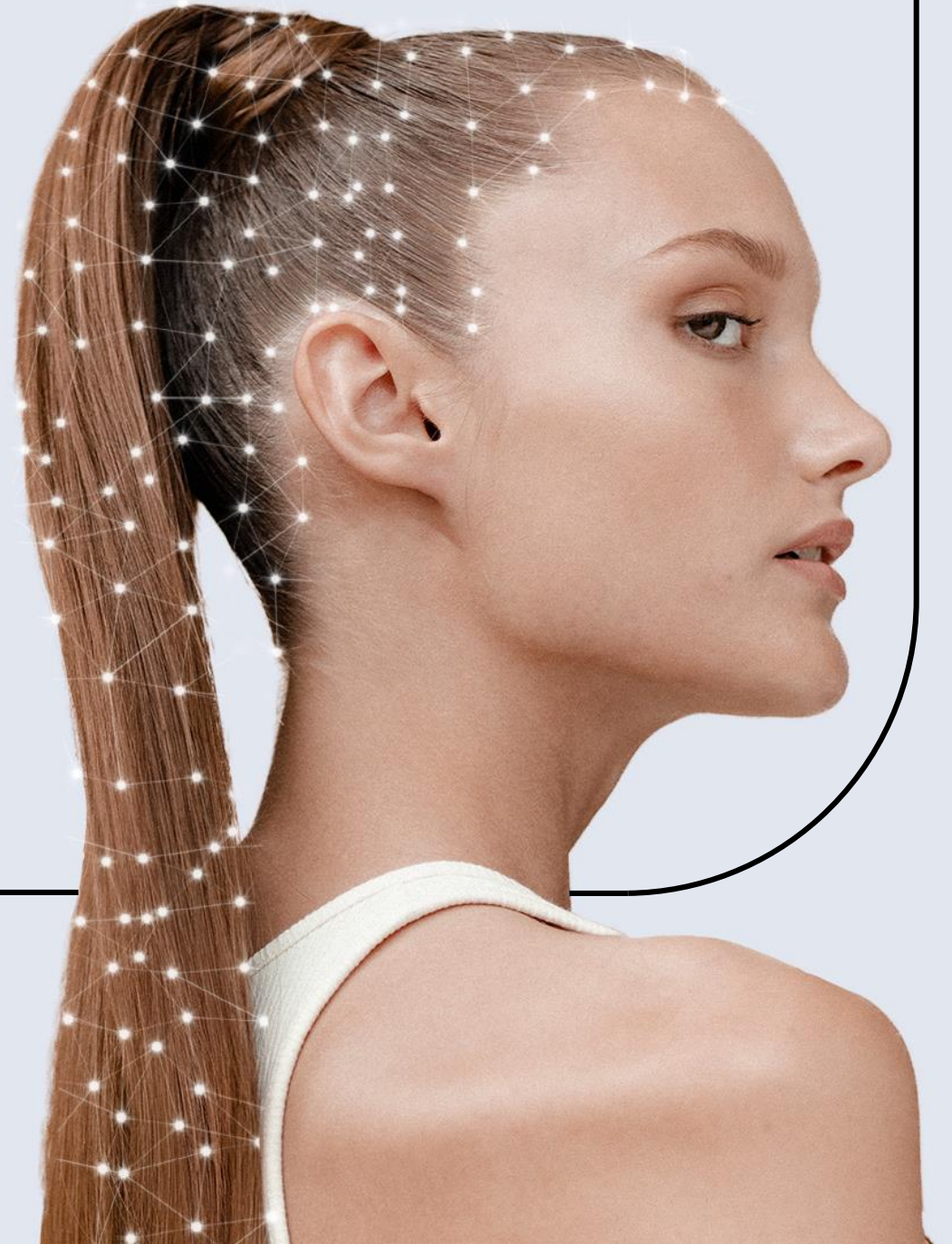


Y.S. PARK PROFESSIONAL  
Shark Clips



Y.S. PARK PROFESSIONAL  
Regular Clips

REACH  
CONSUMERS & STYLISTS  
**AT SCALE**







2023  
INNOVATION  
& CONQUEST

# INNOVATION IN HAIRCARE





# INNOVATION IN HAIR COLOR

The image displays a digital interface for L'Oréal Professionnel's iNOA hair color system. It features three main components:

- Personalized Color Recipe:** A tablet on the left shows the recipe:  $\frac{1}{3}$  5.4 +  $\frac{1}{3}$  7.4 +  $\frac{1}{3}$  6.3F. Below this, it specifies "OXIDANT: 20 Vol" and "RATIO: 1+1". An image of a hairbrush applying white cream to hair is shown below the text.
- Virtual Try-On:** A central tablet displays a woman's face with her hair color virtually changed to a vibrant reddish-brown. The text "iNOA [iD] Virtual Try-On" is at the top. A green grid is overlaid on the hair, and a green laser line passes through the center of her face.
- Product Tube:** On the right, a vertical tube of iNOA hair color is shown. The L'Oréal Professionnel logo is at the top. The shade number "7.43" is prominently displayed. Below it, the text reads "iNOA NO AMMONIA PERMANENT COLOR High shine color. Visibly improved hair quality. Optimal scalp comfort." The tube is partially filled with a reddish-brown color.

30+

PATENTS

INNOVATION IN  
BEAUTY TECH







L'ORÉAL  
Water Saver



INNOVATION IN  
SUSTAINABILITY



# ACCELERATION IN OUR GROWTH MARKETS



Guangzhou, China



READY FOR THE  
FUTURE

READY FOR  
GROWTH





# DISCLAIMER

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