

L'ORÉAL

L'Oréal Travel Retail launches dermocosmetics and professional hair care categories

Cannes, 29 October 2014 – L'Oréal's Travel Retail Division announces the launch of its **Vichy, La Roche-Posay** and **Kérastase** brands in some of the most prestigious Travel Retail locations by the end of 2014 in Asia and at the beginning of 2015 in the Americas.

Travel Retail, which represents all products sold in the travel distribution channel (airports, airlines, ferries, cruises, downtown duty-free shops, etc.) caters to over 2.4 billion international travellers every year. Beauty is the number one category in Travel Retail, and L'Oréal is the historic market leader of this category.

Vichy and La Roche-Posay will be retailed through Dermacenter flagships, "shop-in-shop" outlets devoted to dermocosmetics, which will offer personalized diagnostics and permanent, professionally-trained advice. Vichy and La Roche-Posay are two leading brands in the dermocosmetic market offering products recommended by healthcare professionals for specific skincare needs.

The launch of Kérastase, the world leading brand in luxury professional hair care, will also bring a new category to Travel Retail. A tailor-made retail approach and professional hair and scalp consultations will be available in dedicated Kérastase Hair Studios.

Within Travel Retail, L'Oréal is the only Group to offer such a varied and complete range of beauty products and services. **Nicolas Hieronimus**, President Selective Divisions, said *"By meeting consumers' beauty aspirations, whatever their nationalities, beauty rituals or purchasing power, L'Oréal Travel Retail plays a strategic role in conquering new consumers who will pursue their experience with our brands in their home countries. The launch of Vichy, La Roche-Posay and Kérastase in Travel Retail demonstrates our confidence in the huge potential of this channel. From now on, all of the Group's major brands will have the opportunity to develop on this 'sixth continent'."*

Since the 1960s, L'Oréal pioneered the Travel Retail market with L'Oréal Luxe which is today the world leader in the sector. Throughout the past 10 years, the Consumer Products Division has also established an important position with L'Oréal Paris, the world's number one beauty brand and with The Body Shop launched few years ago.

The 2013 global Travel Retail market (includes all sectors) was estimated at US \$60 billion. The market should double in value before 2025 reaching US \$120 billion. L'Oréal's Travel Retail Division is the leader of the beauty category with 21.3% market share in 2013 (Source: Panel Generation).

About L'Oréal

L'Oréal has devoted itself to beauty for over 105 years. With its unique portfolio of 28 international, diverse and complementary brands, the Group generated sales amounting to 23 billion euros in 2013 and employs 77,500 people worldwide. As the world's leading beauty company, L'Oréal is present across all distribution networks: mass market, department stores, pharmacies and drugstores, hair salons, travel retail and branded retail.

Research and innovation, and a dedicated research team of 4,000 people, are at the core of L'Oréal's strategy, working to meet beauty aspirations all over the world and attract one billion new consumers in the years to come. L'Oréal's new sustainability commitment for 2020 "Sharing Beauty With All" sets out ambitious sustainable development objectives across the Group's value chain. www.loreal.com

About Vichy and La Roche-Posay

Since its creation by a physician in 1931, Vichy has been the historical brand of skin expertise in the premium health and beauty segment. Firmly universal, the brand has made its mission to help every woman achieve ideal skin. Vichy, the number one Dermocosmetic brand worldwide, offers ideal and personalized skincare routines through an individual diagnosis which takes account of age, ethnicity, environment, habits and personal context. Vichy offers treatments that associate visible efficiency, pleasure of textures and an optimal tolerance for all types of skin, even the most sensitive.

Recommended by 25,000 dermatologists worldwide, La Roche-Posay develops skin care products tested on allergic, atopic or reactive skin types ensuring high tolerance and safety, with La Roche-Posay Thermal Spring water. Through its distinctive mission: a better life for sensitive skin, and with over forty years of expertise, the brand has become a reference in the development of high tolerance and efficacy products, dedicated to sensitive skin, as well as of adjunctive products for dermatological disorders.

About Kérastase

Available at the best salons across the world, Kérastase is the world leading brand in luxury professional haircare. Because women expect ever-higher quality treatments from their hair salons, Kérastase offers professionals a range of luxury hair care rituals tailored to their needs. 50 years after its creation, this brand's pioneering innovation strategy remains the secret of its success. First and foremost, this innovation stems from discoveries made by L'Oréal in advanced research, with molecules such as Stemoxydine, which regenerates the hair. Innovation also involves training for hairdressers, whose role is critical in beauty rituals.

Media Contacts

Stéphanie Carson-Parker / stephanie.carsonparker@loreal.com / tél. : 33 1 47 56 76 71

Clémence Martin-Johner / clemence.martin-johner@loreal.com / tél. : 33 1 49 64 62 61