



L'ORÉAL
PARIS

L'ORÉAL
Consumer Products

FINANCIAL
INFORMATION
MEETING

Alexis Perakis-Valat

2018



Beauty
Mass market

+3% / +4%*

*L'Oréal internal estimates
excluding soap, tooth paste and razors. 2017 provisional estimates Net manufacturing price (sell-in). Growth at constant exchange rate



L'ORÉAL
Consumer Products

+2.2%
like-for-like

*2017 sales growth



L'ORÉAL
Consumer Products

+2.0%*

+4.8%*

Excluding France

*2017 like-for-like sales growth



L'ORÉAL
Consumer Products

+7.6%*

*2017 like-for-like sales growth



L'ORÉAL
Consumer Products

Double digit
growth*

*Second half 2017 like-for-like sales growth



L'ORÉAL
Consumer Products

+1.1%*

*2017 like-for-like sales growth



L'ORÉAL
Consumer Products

MAYBELLINE NEW YORK #1*

L'ORÉAL PARIS #2*

*Source: US make-up AC Nielsen full year 2017



**EVERYONE LOVES
A COMEBACK**
DRY HAIR CAN HAVE ONE TOO

Worth It Rewards Earn rewards. Join now at: lorealparisusa.com/worthitrewards

BECAUSE YOU'RE WORTH IT.™ ©2018 L'Oréal USA, Inc.

INTRODUCING
ELVIVE
EXTRAORDINARY OIL

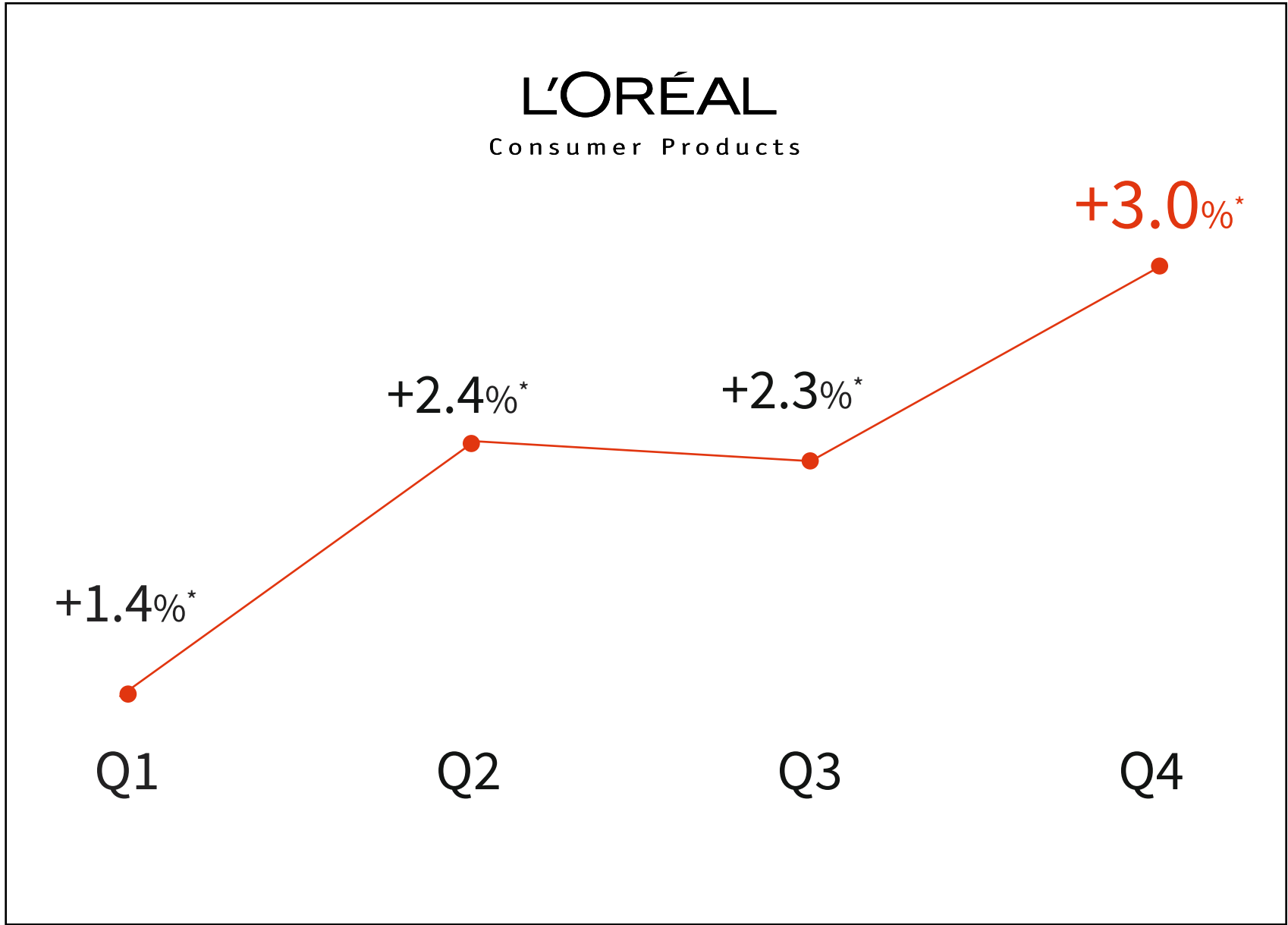
**REVIVE
DRY HAIR
IN JUST 1 USE**



**YOUR HAIR IS 10X MORE NOURISHED*
LEAVING IT HEALTHIER, SHINIER**

**L'ORÉAL
PARIS**

*System of shampoo, conditioner, and oil



*2017 like-for-like sales growth



ACCELERATE
OUR
GROWTH

L'ORÉAL
PARIS

GARNIER

MAYBELLINE
NEW YORK

NYX
PROFESSIONAL MAKEUP

1

GLOBAL
BRANDS



L'ORÉAL
PARIS

#1 in the world
luxury made accessible

L'ORÉAL
PARIS



Lash Paradise



GARNIER



GARNIER
SKINACTIVE

Micellar
Cleansing
Water in O



GARNIER
FRUCTIS
FORTIFYING FRUIT ACTIVES
PAPAYA
HAIR FOOD
1 MIN REPAIRING MASK

Champion
natural beauty



MAYBELLINE
NEW YORK

Spreading
make-up confidence
worldwide



NYX
PROFESSIONAL MAKEUP

Leading
the social beauty
revolution



L'ORÉAL PARIS
NEW
STYLISTA
#pixie



THE PIXIE CREAM-WAX
Playful, supple & reshapeable hold

L'ORÉAL PARIS



NEW
REVITALIFT CICACREM

THE DAILY ANTI-AGING REPAIRING CARE

CENTELLA ASIATICA
Famous for its potent



totaltemptation

GARNIER
FRUCTIS
FORTIFYING FRUIT ACTIVES



PAPAYA HAIR FOOD
1 MIN REPAIRING MASK

DAMAGED HAIR

SENS • NO SILICONES • NO ARTIFICIAL DYES

2

GAME-CHANGING
INNOVATIONS

GARNIER
FRUCTIS HAIR FOOD



THE NEW WAY TO NOURISH HUNGRY HAIR
THE 1ST HAIR FOOD 98% NATURAL ORIGIN



superfruits for super Hair



IT IS NOW INFUSED IN A **HYPOALLERGENIC**
AND **PARABEN-FREE**
ANTI-AGING FORMULA, REVITALIFT CICACREM.

L'ORÉAL
PARIS



THE NEW ANTI-AGING CARE WITH CENTELLA ASIATICA
THE LEGENDARY REPAIRING PLANT FROM ASIA
PROVEN TO REDUCE WRINKLES AND FIRM SKIN

Because you're worth it.

OUR COMMITMENTS

- ✓ Our skincare product tolerance is evaluated under dermatological control with a minimum of 600 applications on all skin types including sensitive.
- ✓ Efficacy is proven in clinical studies conducted by independent institutes.
- ✓ L'Oréal has been committed to a world without animal testing since 1989.

Find out more at www.lorealparis.com/our-tests

L'ORÉAL
PARIS



The Make Up Artist Difference

"This oil-infused stick melts on your lips, so the glide is divine. And the scent is SO good! Hydration, sensation and incredible shine - MAJOR!"

Val Garland, Make up Artist, L'Oréal Paris.

COLOR RICHE SHINE

LACQUERED COLOR, ADDICTIVE APPLICATION

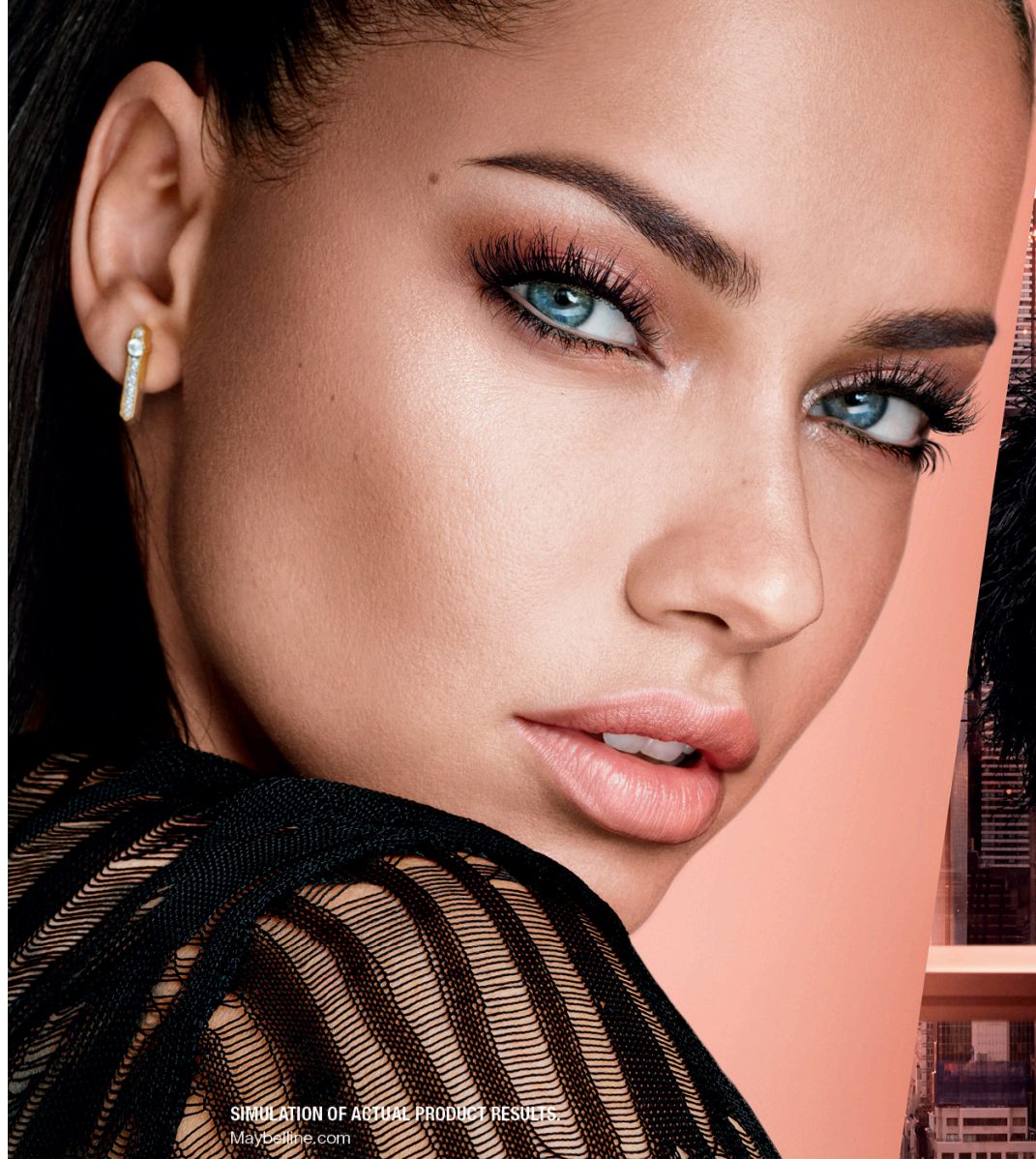
TURN ON YOUR SHINE
BECAUSE YOU'RE WORTH IT.



NEW

L'ORÉAL PARIS

MARIA BORGES
QUAI D'ORSAY / PARIS



Give in to lash temptation.
Addictive, buildable volume!
Looks so dense. Feels so soft.

NEW
total temptation^{TM&C}
MASCARA

Our formula glides on and builds with no overload.



BEFORE AFTER

Infused with coconut extract.

#TOTALTEMPTATION



SIMULATION OF ACTUAL PRODUCT RESULTS.
Maybelline.com

MAYBELLINE[®]
MAKE IT HAPPEN™
NEW YORK

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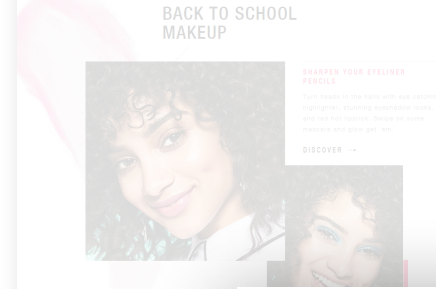
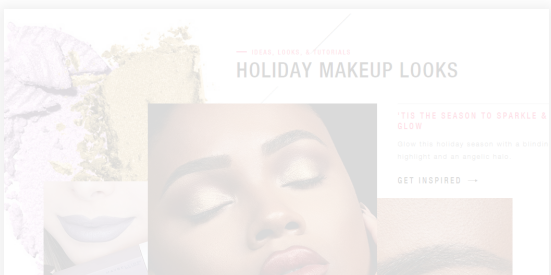
MARKETING IN THE DIGITAL AGE



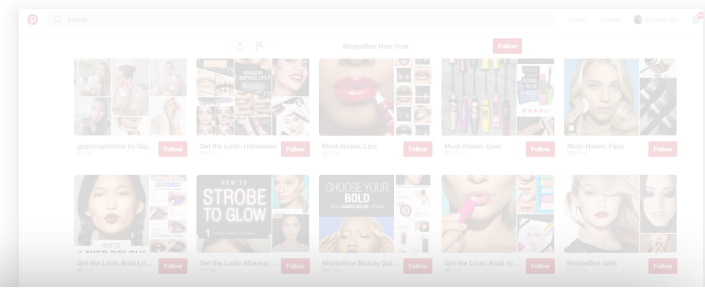
Empowered
local teams



AMAZON



INSTAGRAM



YOUTUBE

1

MAYBELLINE
NEW YORK

US

BEAUTY

NOVEMBER 15, 2017

L2
Gartner.



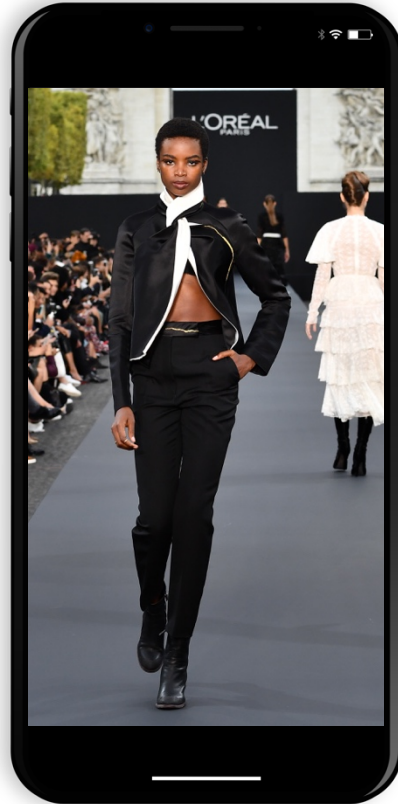

👉 牡***6 等5人正在去买

我想长肉100 春

王玲是米奇 春春好美

anya20112011 大圣好紧张

祝我与孤独重归于好53 Z1692704744女装我微

LE DÉFILÉ
L'ORÉAL PARIS

1.8 billion
impressions



Precision
marketing
to target
segments



天猫年货节

欧莱雅祝您新年快乐!

首页 所有产品 女士护肤 潮流彩妆 魅力型男 妆上巴黎范 美丽殿堂 品牌故事 隐私政策



L'ORÉAL
PARIS
巴黎欧莱雅

丝绒哑光 迷雾唇情

巴黎时装周哑光风潮

欧莱雅纷泽丰润雾感唇膏

>立即抢购



4

OMNI-CHANNEL
STRATEGY

Chinese e-commerce > 1/3 of sales



**热巴同款
欧莱雅7天安瓶***
10X*高浓度玻尿酸注入
保湿 膨润 淡纹

7 DAYS [HA] AMPOULE

欧莱雅7天安瓶

名称：
复颜玻尿酸水光充盈导入浓缩安瓶精华液

规格：1.5ml X 7

产地：中国

功效：
7天密集护理，保湿补水，膨润充盈，淡化细纹，安抚肌肤不适是肌肤的“救急站”

**欧莱雅7天安瓶
震撼来袭**

01 高浓度*
浓缩精华液

02 救急站
七天密集修护

03 零添加
不添加酒精、香精、色素，敏感肌可用

04 独立包装
便于携带

**七天密集护理
抵御岁月痕迹**

[补水]
高浓度*微分子玻尿酸
深透肌底充盈补水

[淡纹]
日复一日淡化细纹

[膨润]
水润光泽
触得到的细腻柔滑

[密集护理]
7天安瓶
帮助修护

高浓度*浓缩精华

01 玻尿酸成分

微分子结构
分子大小为普通
玻尿酸1/20*

10X*玻尿酸浓度
轻抹释放膨弹力

膨润补水力
水光膨润

02 三肽SYN-AKE

由三种氨基酸连成的肽链为主要成分，淡化细纹，平滑肌肤*

*测试证明

03 维他命CG

提亮肌肤，改善暗沉

达人亲测

美妆达人：@VK大魔王 种草*****

“这个季节的爱用！qio保湿！吸收qio快嗖嗖儿快！它算是我用过最不黏的玻尿酸精华之一，水润保湿不黏腻，第二天皮肤状态也是rio好！一盒7支即开即用很新鲜！尤其适合熬夜修仙党，第二天出门一样光彩照人！”

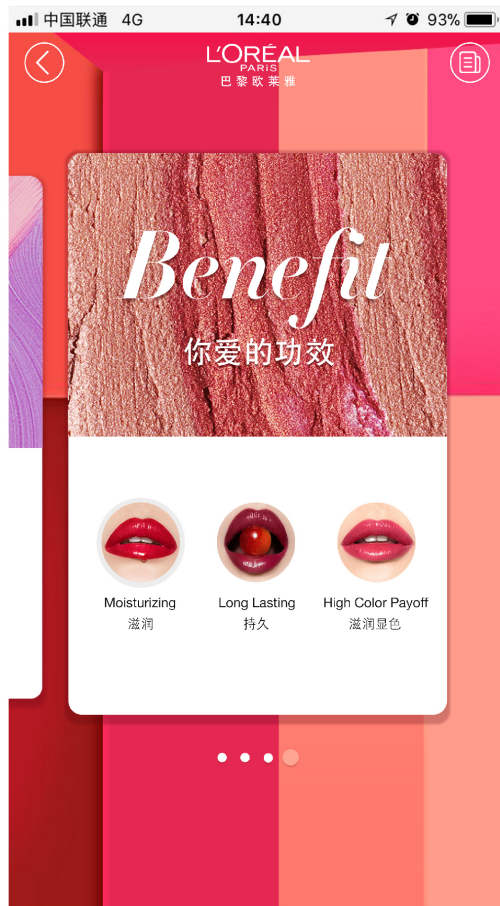
251 389 579

护肤达人：@Boc-hu 种草*****

“这季节只要是觉得皮肤干燥，任何肤质都可以再护肤流程里加入它，保湿效果特别好！而且精华质地特别清透，上脸很好吸收，感觉用了这个7天安瓶后续的产品都好吸收了很多”

115 760 641

China T-Mall



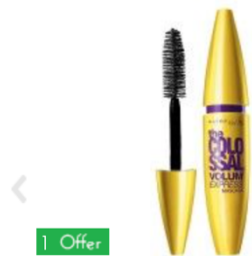


Maybelline New York(465 Items)

CATEGORY PRICE COLOR GENDER OFFERS OTHER POPULARITY

Maybelline Bestsellers

View All



1 Offer

Maybelline New York The Colossal Volum Express... Rs. 340 Rs. 425 [-20%]

2 Shades

★★★★☆ (1439)



1 Offer

Maybelline New York Color Show Matte Lipstick Rs. 260 Rs. 325 [-20%]

12 Shades

★★★★☆ (3275)



1 Offer

Maybelline New York Color Sensational Lip... Rs. 400 Rs. 500 [-20%]

8 Shades

★★★★☆ (1713)



Maybelline New York Lash Sensational Mascara Rs. 420 Rs. 525 [-20%]

2 Shades

★★★★☆ (1407)

India NYKAA



4 LEVERS

- 1 | Global brands
- 2 | Game-changing innovations
- 3 | Marketing reinvented
- 4 | Omni-channel



THE GROWING UPPER MIDDLE CLASS

DEMOCRATIZATION





L'ORÉAL
PARIS