

L'ORÉAL

Produits Professionnels

Nathalie Roos



RÉUNION
D'INFORMATION
FINANCIÈRE

9 février 2018



2017
CROISSANCE
À DONNÉES COMPARABLES

L'ORÉAL
Produits Professionnels

L'ORÉAL
Produits Professionnels

+0,2%
TOTAL ANNÉE

2017 Croissance à données comparables

2017
CROISSANCE
À DONNÉES COMPARABLES

L'ORÉAL
Produits Professionnels



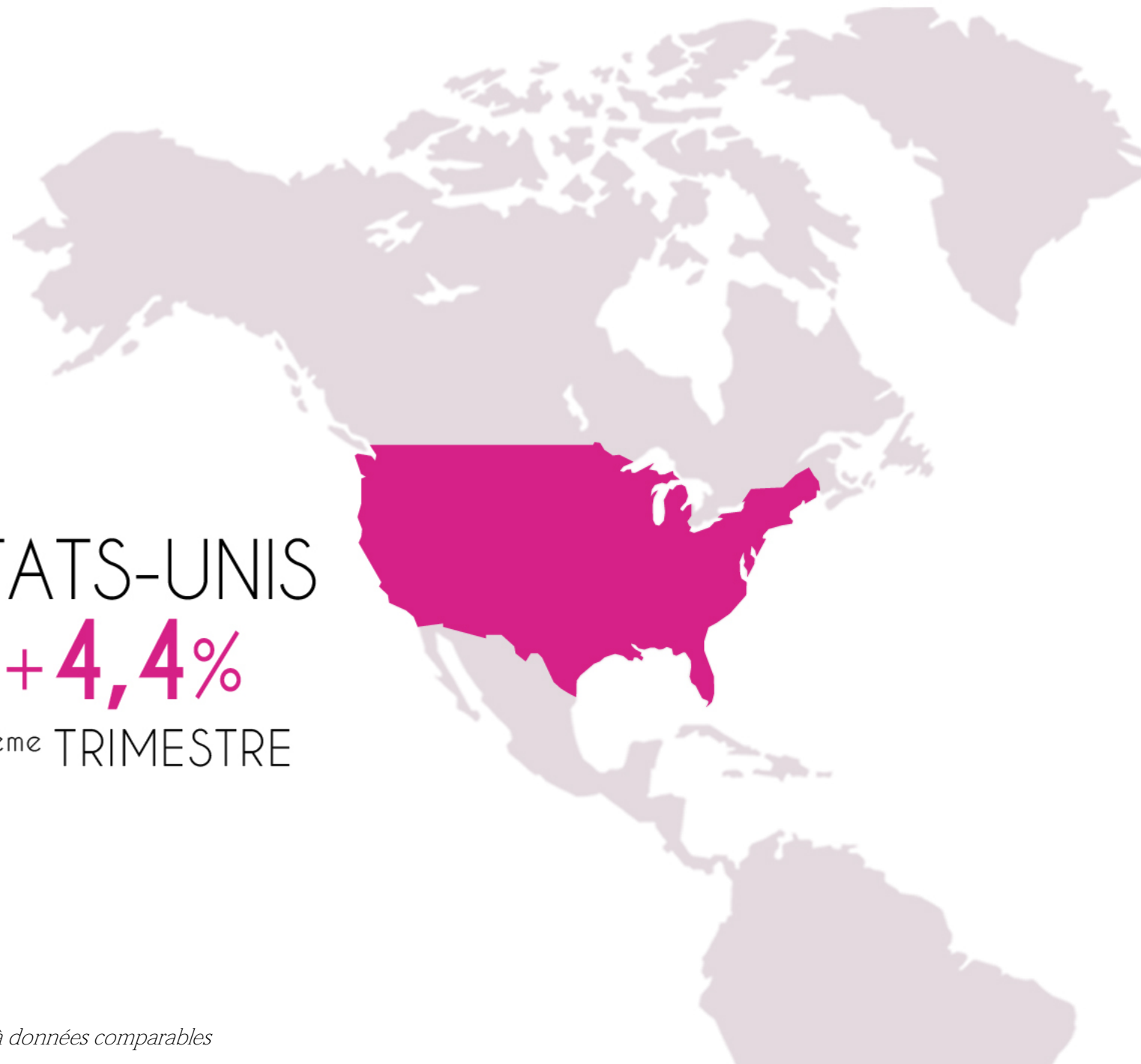
Croissance à données comparables

2017
CROISSANCE
À DONNÉES COMPARABLES

L'ORÉAL
Produits Professionnels

ÉTATS-UNIS
+4,4%
4^{ème} TRIMESTRE

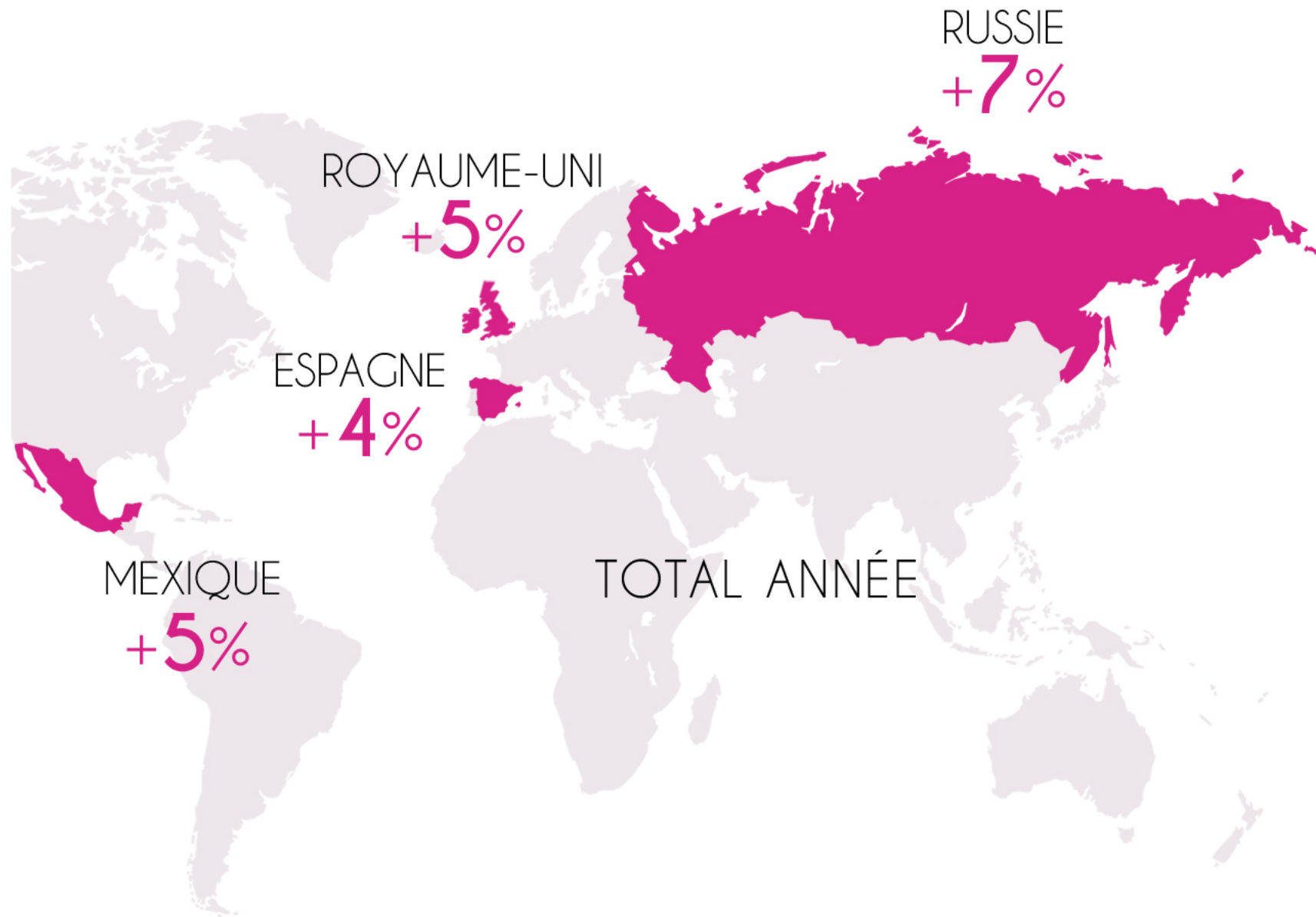
Croissance à données comparables



2017

CROISSANCE
À DONNÉES COMPARABLES

L'ORÉAL
Produits Professionnels





2017 Croissance à données comparables



L'ORÉAL
PROFESSIONNEL
PARIS

SERIE EXPERT



+9%

2017 Croissance à données comparables



AURA BOTANICA

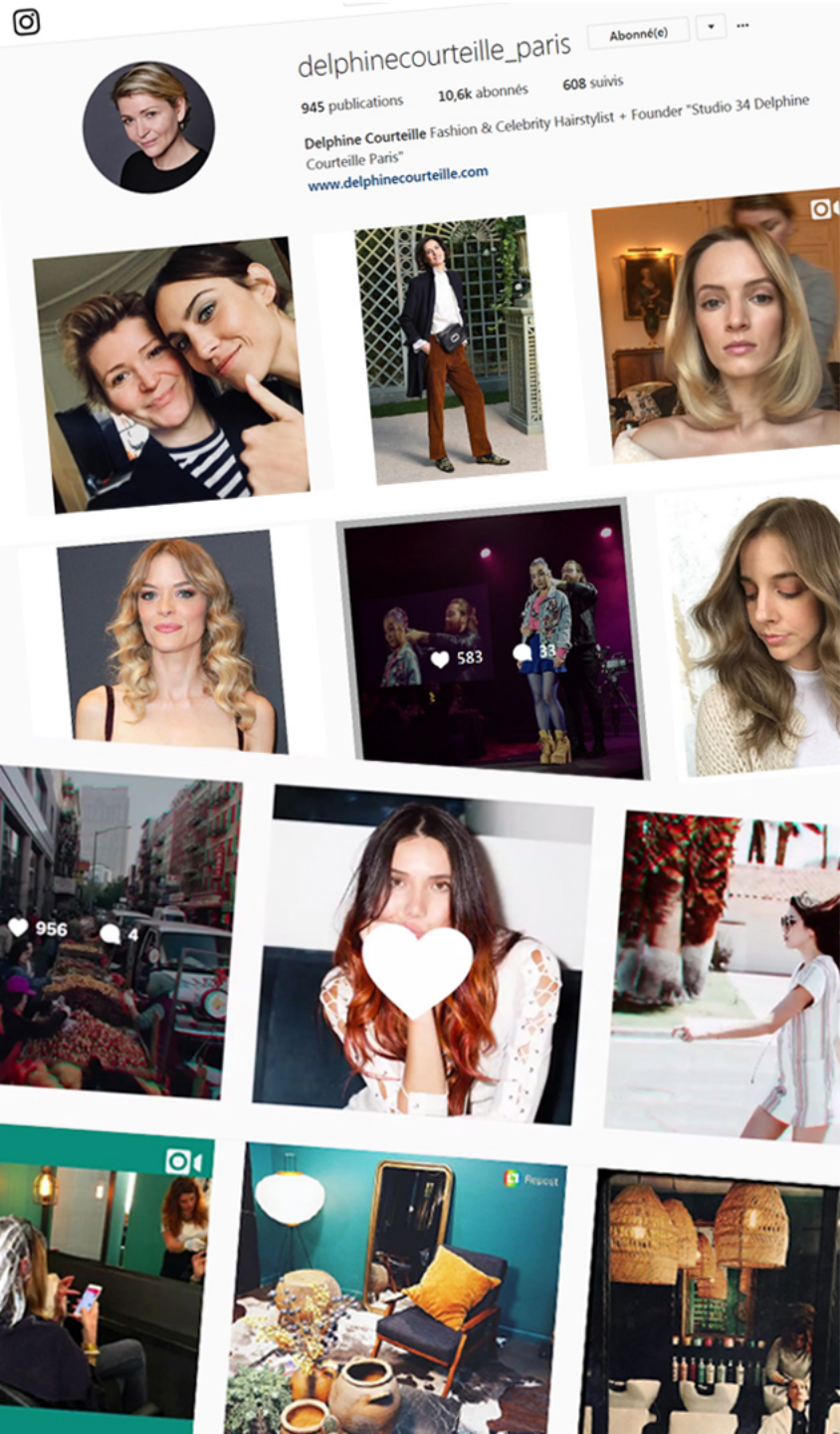


TENDANCE DU NATUREL



BIOLAGE





PROFONDS CHANGEMENTS DU MARCHÉ PROFESSIONNEL

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Filter products (3,572)
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▼ Hair

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- Conditioner
- Supersizes & Duos
- Treatments
- Styling
- Colour
- Electrical
- Brushes & Combs
- ip-in Extensions & Buns
- pplements
- essories
- ies & Children
- nic & Natural
- & Sets
- Serums

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re Inches... (17)

Argan Oil (12)

Serie Expert

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Cantu is the go-to collection for naturally curly, coily, wavy and textured hair
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UNE
STRATÉGIE
REDÉFINIE



WANT
PERFECT
SALON
HAIR
EVERYDAY ?

L'ORÉAL
PROFESSIONNEL
PARIS

EMMENER
LE MARCHÉ
PROFESSIONNEL
UN CRAN
PLUS LOIN



EXPÉRIENCE
CONSOMMATEUR
EN SALON



SALON
*Emotion*TM

2015
1 100



2016
4 500



2017
12 500

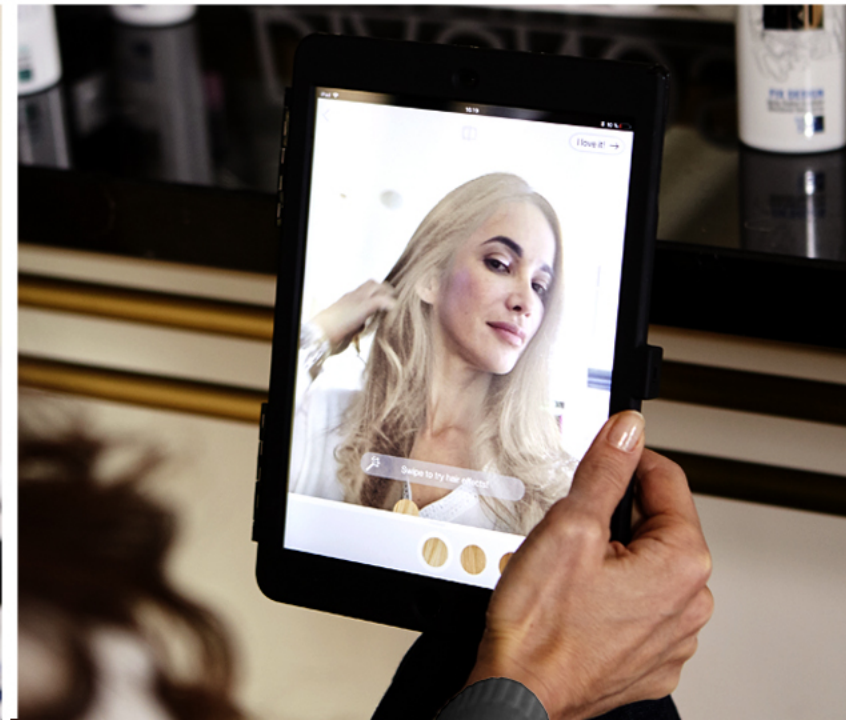
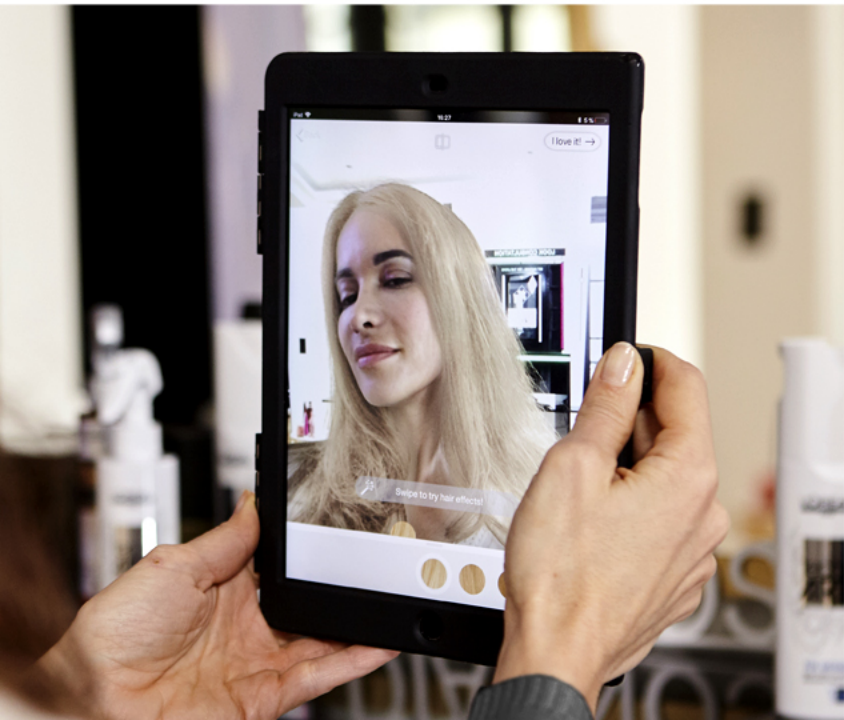


2018
25 000
SALONS





STYLE MY HAIR
TECHNOLOGIE
3D





CLIENT-
CENTRIC

My Dashboard

FILTERS 28 items | 12 Assigned experts

How To: Mohawk Braid

by Nicolas Scarxell
 26/09/2017 - 2 views

TUTO CUT CANADA

by Nicolas Scarxell
 26/09/2017 - 5 views

TUTO COLOR CANADA

by Nicolas Scarxell
 26/09/2017 - 2 views

How To: Wavy Bob

by Nicolas Scarxell
 26/09/2017 - 2 views

How To: Sleek Bob

by Nicolas Scarxell
 26/09/2017 - 1 views

How To: Messy Side Braid

by Nicolas Scarxell
 26/09/2017 - 0 views

TUTO COULEUR AUSTRALIE

by Nicolas Scarxell
 26/09/2017 - 1 views

INSIDER AUSTRALIE

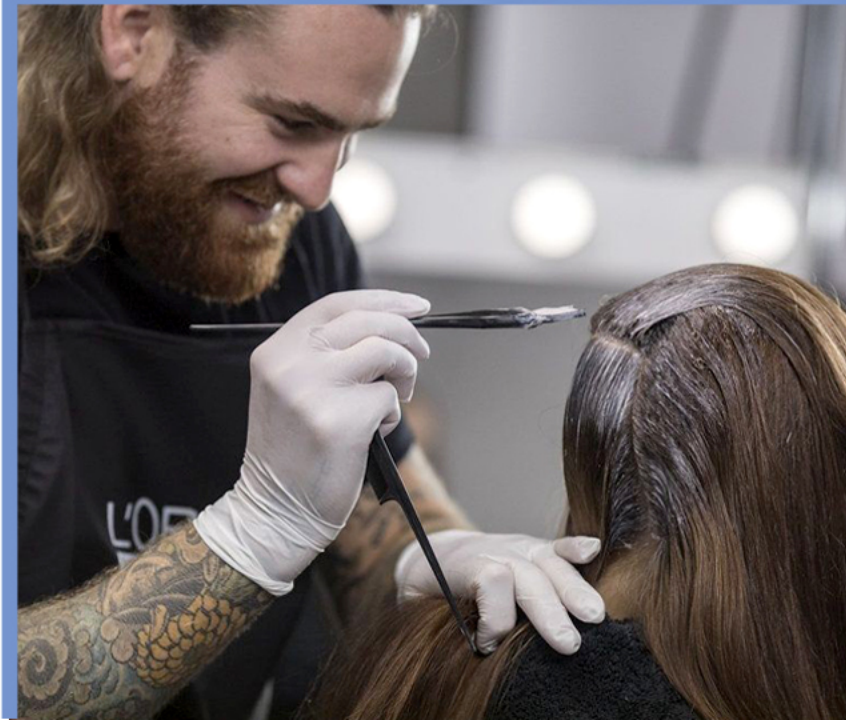
by Nicolas Scarxell
 26/09/2017 - 1 views

How To: Wavy Lob

by Nicolas Scarxell
 26/09/2017 - 0 views

L'ORÉAL access

24/7 E-LEARNING



ACCESS
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COLOR KEYS 1
 Language: english

COLOR KEYS 1

Color Keys 1 is the perfect training to discover the world of color as a new comer into the profession. It is a MUST for who wants to start or start over as a colorist. Together, with interacting learning methods 1 participating ambience, we'll go through all the necessary steps to unveil everything you need to know to master simple color application.

We'll cover the following fundamentals :

- Natural & artificial lightening
- Oxydation color process
- Natural bases
- Numbering system
- Grey coverage

After this training you will be able to conduct a diagnosis, apply regrowth touch up & take through on length & ends like only a professional can do it.

Welcome Into the world of color of L'Oréal Professional

Theoretical & hands-on sessions
 Duration 2 days

LET'S LEARN ONLINE
 BOOK A COURSE

BOOK A COURSE
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INSPIRE ME!
ACCESS

Martin Smith
 martin.smith@LP.com

My current role: Hairdresser
 Country: UNITED KINGDOM OF GREAT BRITAIN AND NORTHERN IRELAND

Personal mobile phone number: -

Show profile

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EN SALON





L'ORÉAL
PROFESSIONNEL
PARIS

Botanēa

100% HERBAL HAIRCOLOR*



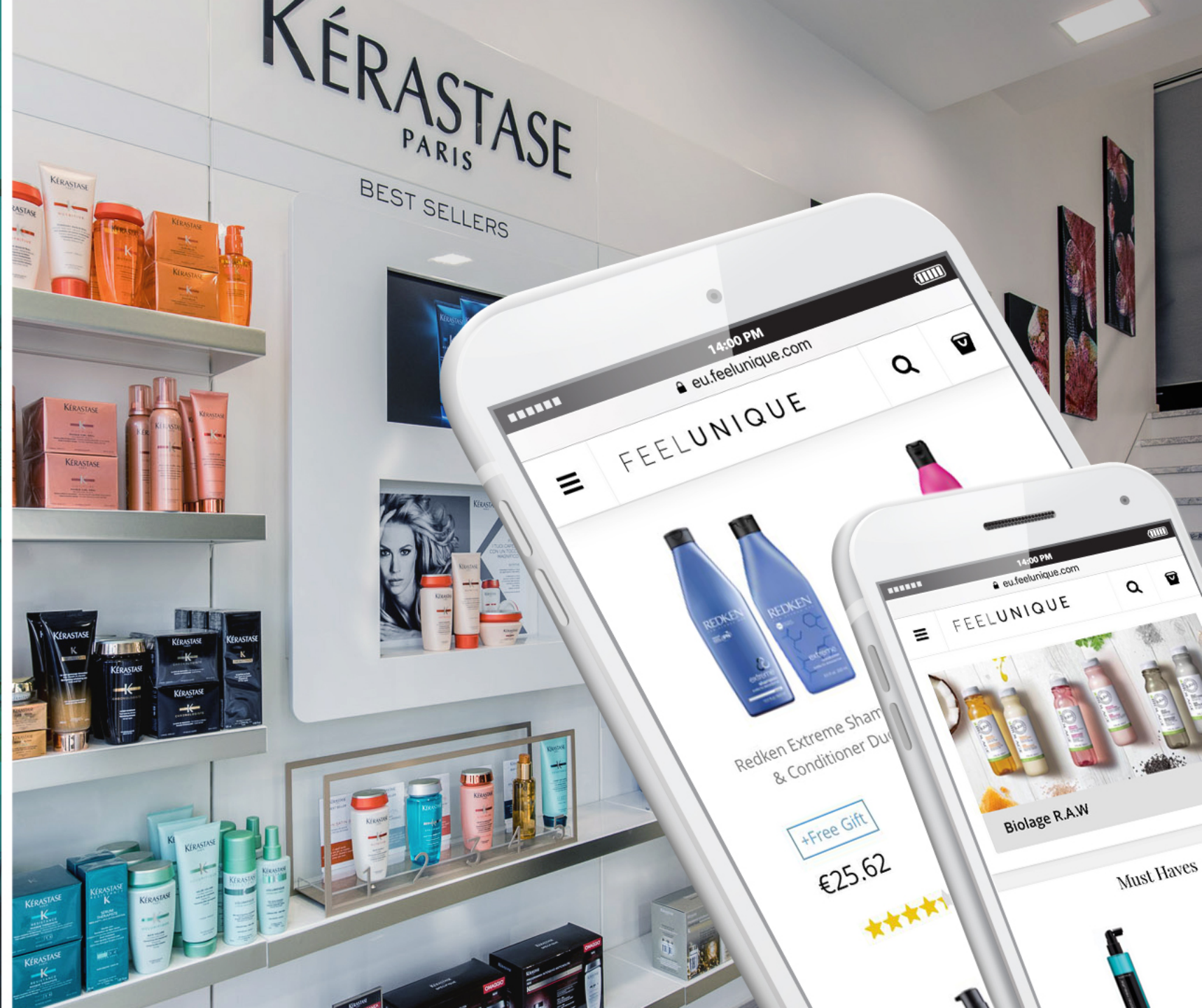
*Coloration 100% végétale

L'ORÉAL
PROFESSIONNEL
PARIS

SOURCE

essentielle





INTERACTIONS ONLINE- OFFLINE

KÉRASTASE
PARIS

BEST SELLERS

14:00 PM
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FEELUNIQUE



Redken Extreme Shampoo
& Conditioner Duo

+Free Gift
€25.62



14:00 PM
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FEELUNIQUE



Biologie R.A.W.

Must Haves

HOW IT WORKS?

1 2 3

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£13.20



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1.5 MILLION
DE COIFFEURS
PARTENAIRES





L'ORÉAL

Produits Professionnels

CROISSANCE
ACCÉLÉRÉE
EN
2018