

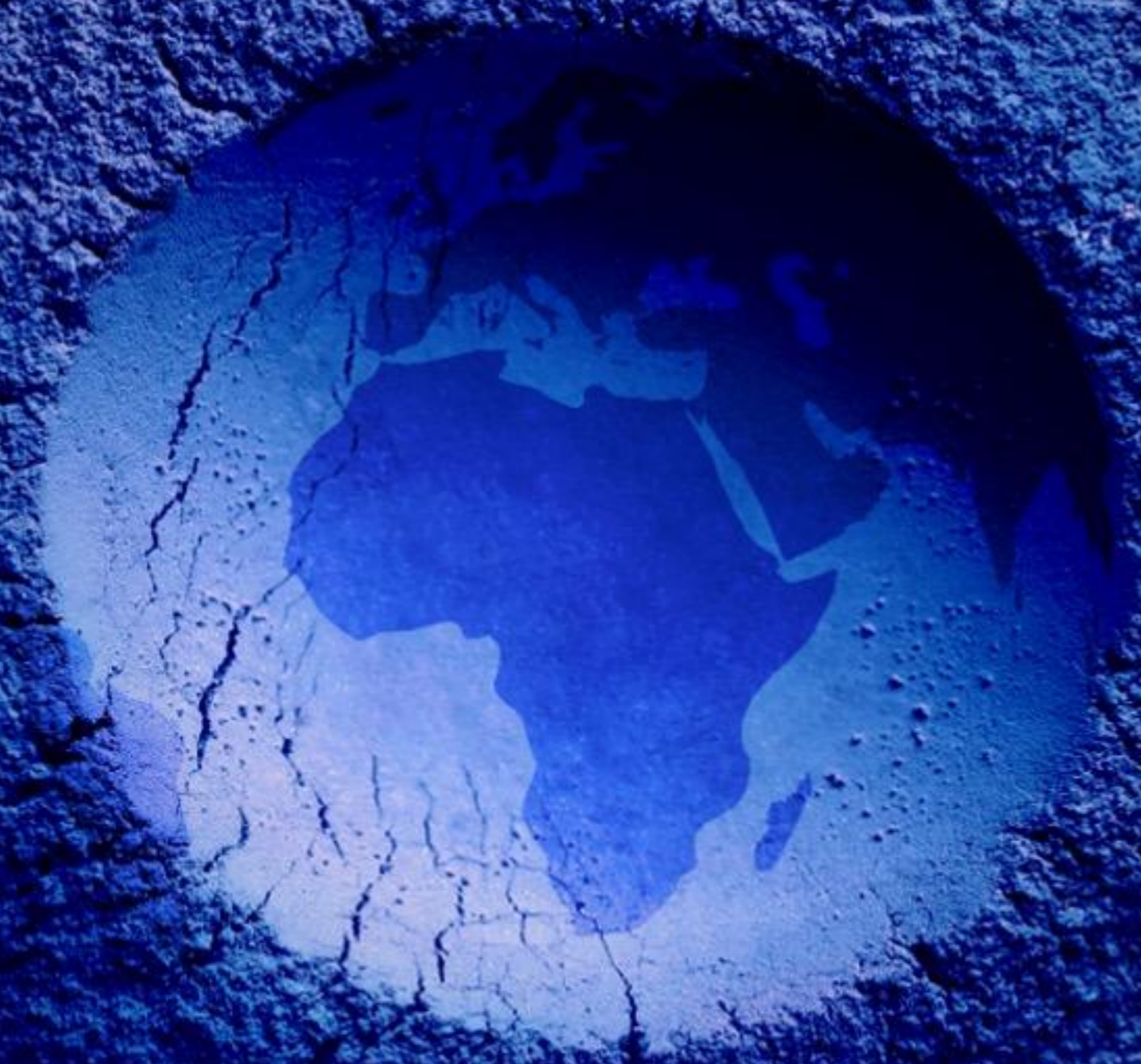
2022 ANNUAL RESULTS

L'ORÉAL

Consumer Products

Alexis PERAKIS-VALAT





Mass Market

GROWTH

≈ +6%



L'ORÉAL

Consumer Products

14Bn€

+8.3%



*Best
Result*

IN
20
YEARS



Value
GROWTH
+5.7%



Volume
GROWTH
+2.6%



Sell-out Performance Gap DIVISION VS THE MARKET

+320BP

+190BP

+30BP

-60BP

-100BP

2018

2019

2020

2021

2022

L'ORÉAL

Consumer Products

OPERATING
PROFIT

2022

19.8%



L'ORÉAL
PARIS

+7%



GARNIER
+8%



MAYBELLINE
NEW YORK

+16%



Makeup
IS ON FIRE
+15%



Haircare
EXCELLING
+10%
X2 MARKET

2022 like-for-like sales growth
Market: L'Oréal internal estimates excluding soap, tooth paste and razors. 2021 provisional estimates . Net manufacturing price (sell-in). Growth at constant exchange rate



Market Share Gains
IN ALL CATEGORIES

NUOVO
ELVIVE
 HYDRA ALURONIC
 L'ORÉAL PARIS
Europe
+8.1%

URBAN VISION

MANGO

L'ORÉAL PARIS
 BECAUSE YOU'RE WORTH IT.[®]
 NEW INTRODUCING
TELESCOPIC MASCARA
 L'ORÉAL PARIS
United States
+9.3%

EXPERIENCE THE LIFT

EXPERIENCE THE LIFT

The Garden

Olive Garden

Olive Garden

40%
OF GROWTH
FROM
EMERGING
MARKETS

L'ORÉAL
PARIS

N°1 BEAUTY BRAND IN THE WORLD

ELIMINATES 5 YEARS OF DARK SPOTS IN 2 WEEKS

GLYCOLIC ACID

CLEANSE TREAT CARE

BRIGHTENING ROUTINE

CREATED BY
[VALIDATED WITH]
DERMATOLOGISTS
L'ORÉAL PARIS

[GLYCOLIC ACID] [HYALURONIC ACID] [SALICYLIC ACID]

PROVEN EFFECTIVE
ON 100% WOMEN

BRIGHTENING

BECAUSE YOU'RE WORTH IT

L'ORÉAL
PARIS

THE SCIENCE OF
BRIGHTENING SKIN TONE

[GLYCOLIC
ACID]

HYALURONIC
ACID

RE-PLUMPS & REDUCES FINE LINES (+60%)

L'ORÉAL
PARIS

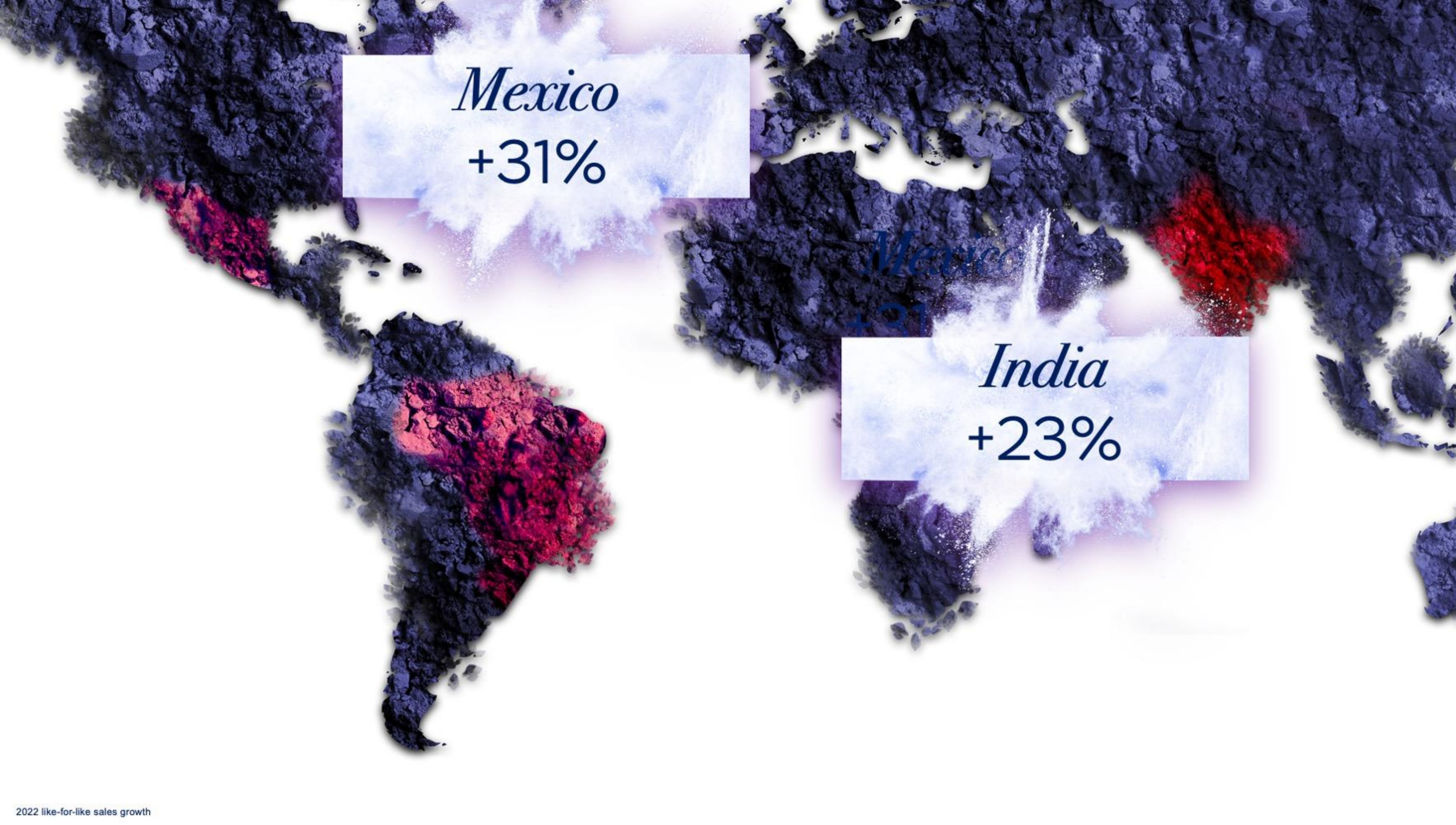
THE SCIENCE OF
REPLUMPING FINE LINES

[HYALURONIC
ACID]



A world map where Mexico is highlighted in a vibrant red color, indicating a significant increase in sales. A semi-transparent white box is overlaid on the map, containing the text 'Mexico +31%'. The rest of the world map is rendered in a dark blue, textured style.

Mexico
+31%



Mexico
+31%

India
+23%

A world map where the landmasses are filled with a dark, cracked, charcoal-like texture. Three countries are highlighted with a vibrant red color: Mexico, Brazil, and India. Overlaid on the map are three white rectangular boxes with a soft, ethereal glow. Each box contains the name of a country in a blue, italicized serif font, followed by its percentage sales growth in a bold, dark blue sans-serif font. The background is a soft, light blue and white gradient.

Mexico
+31%

Brazil
+15%

India
+23%



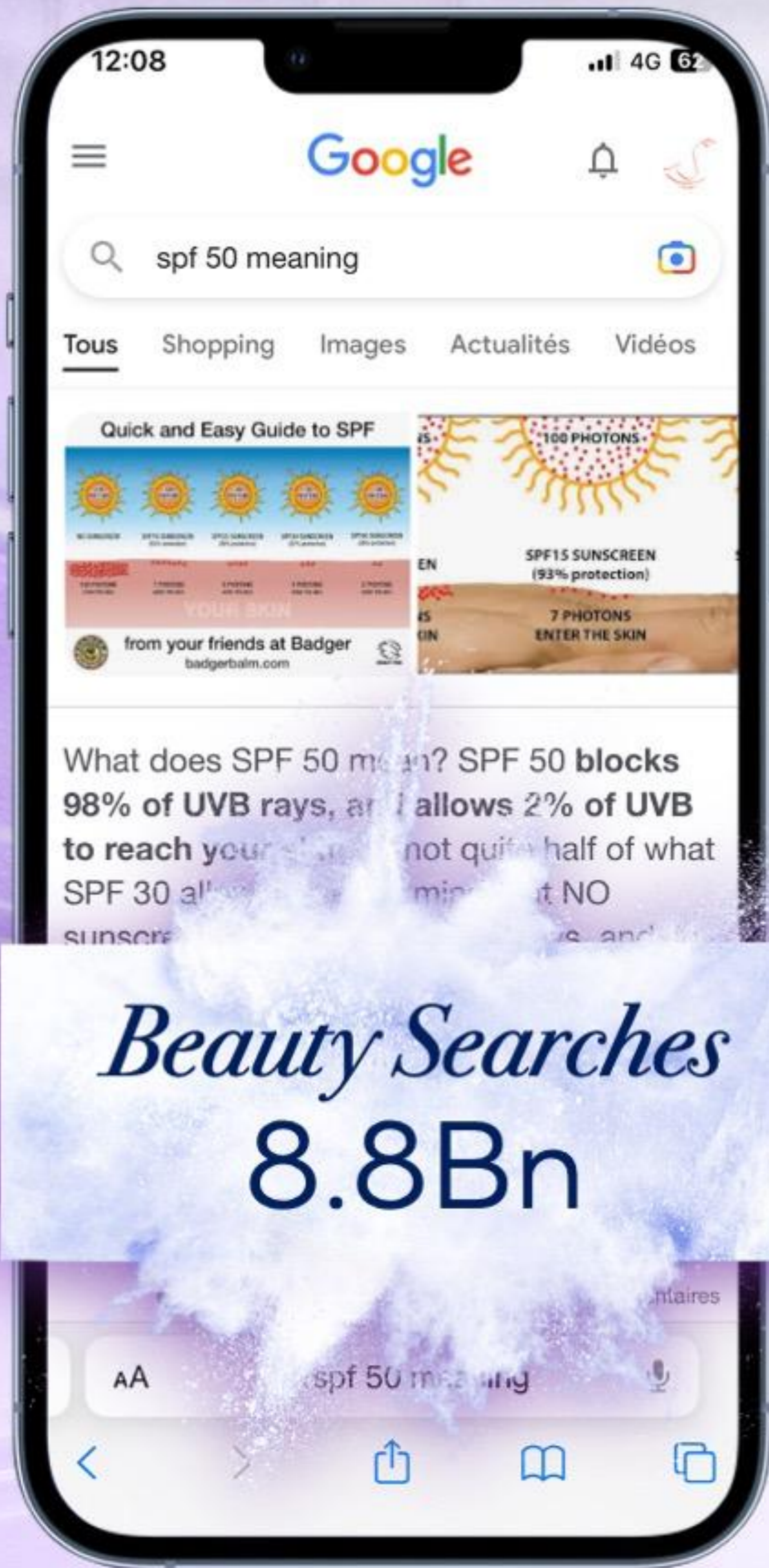
4 *Strategic*
GROWTH DRIVERS



1 / FOCUS ON THE
Upper Half of the Middle Class



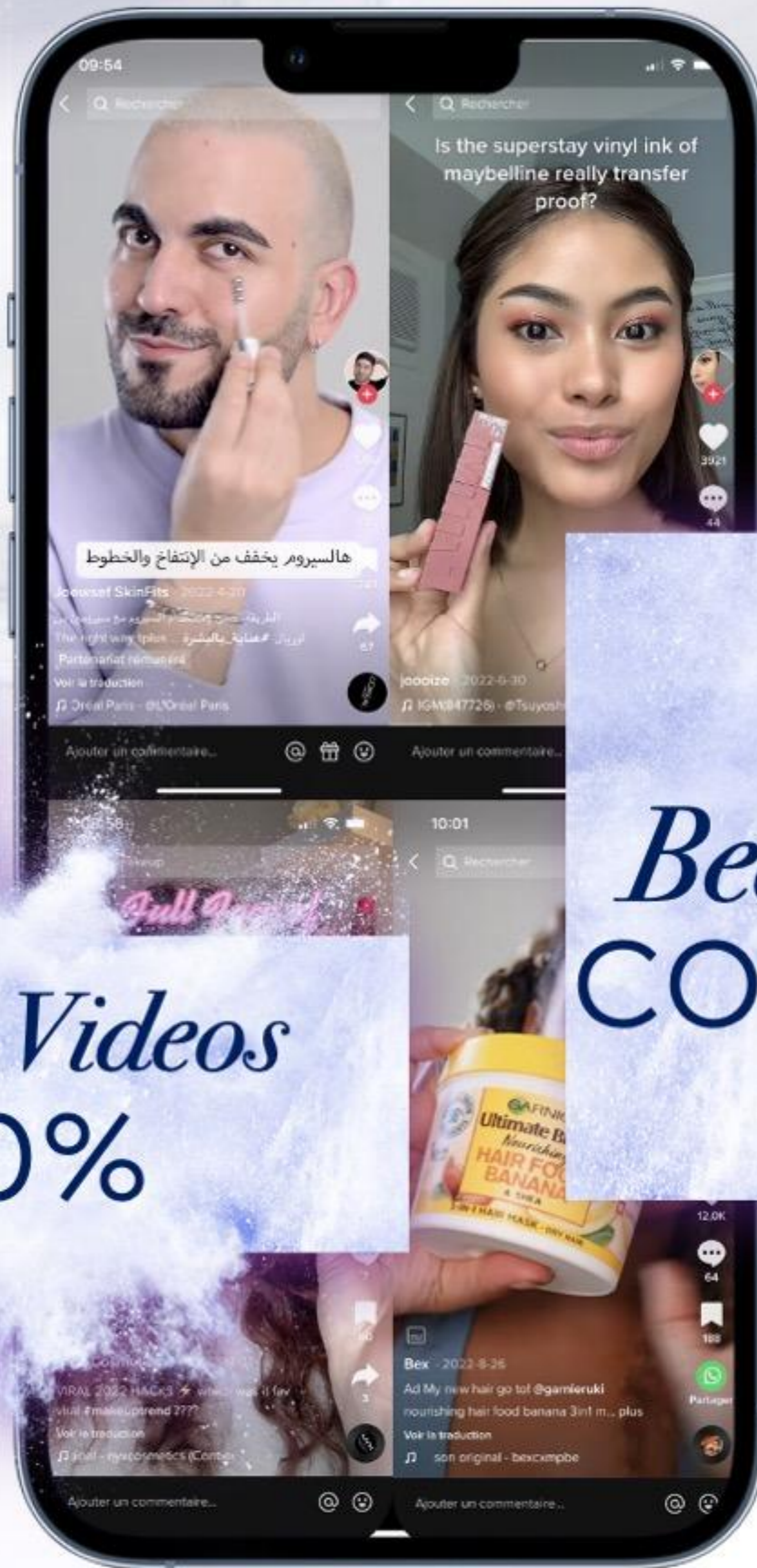
Upper Half of the Middle Class
±2Bn PEOPLE



Beauty Searches
8.8Bn



Beauty Videos
+40%



*More
Beauty Savvy*
CONSUMERS

L'ORÉAL PARIS

L'ORÉAL PARIS

N°1 BEAUTY BRAND IN THE WORLD

HYALURON MOISTURE
HYDRATED HAIR
HYALURONIC ACID

GLYCOLIC-BRIGHT
INSTANT SKINBRIGHTENING SERUM
CLINICALLY PROVEN
REMOVE 5 YEARS OF DARK SPOTS

HYALURONIC ACID
SERUM
PLUMPS & REDUCES FINE LINES BY 60%

72H HYDRATION
FOR BOUNCY HAIR,
FULL OF LIFE
L'ORÉAL
PARIS
WITH HYDRATING
[HYALURONIC ACID]

NEW
INFAILLIBLE
24H FRESH WEAR
FULL MATTE COVERAGE IN 5 SWIPE

BECAUSE YOU'RE WORTH IT



L'ORÉAL
PARIS

*Upper Half
of the Middle Class*

38%

IN
EMERGING
MARKETS

L'ORÉAL
PARIS
N°1 BEAUTY BRAND IN THE WORLD

GLYCOLIC-BRIGHT
CLINICALLY PROVEN
REMOVE 5 YEARS OF DARK SPOTS

HYALURONIC ACID
SERUM 1.5%

72H HYDRATION
FOR BOUNCY HAIR,
FULL OF LIFE

INFAILLIBLE
24H FRESH WEAR
FULL MATTE COVERAGE IN SWIPE

BECAUSE YOU'RE WORTH IT



Indian Beauty Consumption

SOCIO-ECONOMIC CLASSES

A+B

C+D

MARKET

50%

50%

L'ORÉAL

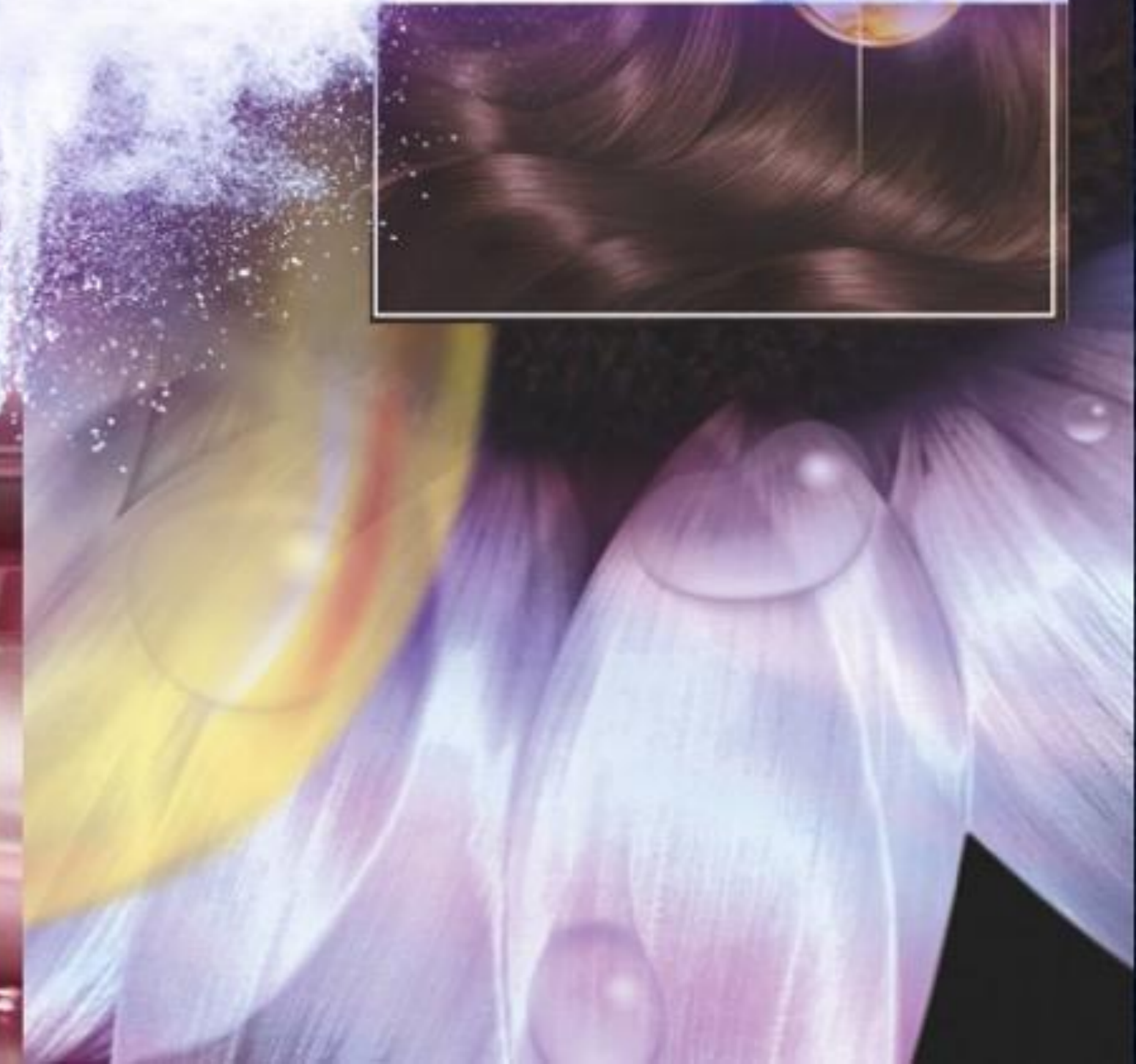
Consumer Products

70%

30%



2/ SPECIALIZE IN
High Potential Categories





Skincare



*Premium
Haircare*



Makeup



*Hair
Color*



L'ORÉAL PARIS
REVITALIFT
FILLER [+Hyaluronic Acid]
1.5%
HYALURONIC ACID
SERUM

GARNIER
PureActive
AHA+BHA CHARCOAL
SERUM
[4%
AHA + BHA
+ Niacinamide]

GARNIER
SKIN NATURALS
BRIGHT COMPLETE
30x Vitamin C
BOOSTER SERUM
Dermatologically tested

L'ORÉAL PARIS
**MIDNIGHT
SERUM**



US HOUSEHOLDS
BUYING SERUMS
+80%*





3/ DESIRABLE BRANDS AND
Game-Changing Innovations



L'ORÉAL
PARIS
Accessible
LUXURY

LE PINK WORTH IT

LE PINK WORTH IT

LE PINK WORTH IT

LE PINK WORTH IT

L'ORÉAL
PARIS



**IT'S NOT MAGIC,
IT'S SCIENCE!**

72H HYDRATION / 2X REPLUMPED

L'ORÉAL
PARIS
ELVIVE

BREAKTHROUGH

BOND REPAIR

L'ORÉAL
PARIS
ELVIVE

NEW
BOND REPAIR
RESCUE PRE-SHAMPOO

RECREATES INNER
BROKEN HAIR BONDS

BOND REPAIR
COMPLEX
WITH CITRIC ACID

WORKS ON ALL TYPES
OF DAMAGED HAIR





hollywilloughby • Suivre
Zaz • La vie en rose

hollywilloughby • 24 hours in Paris... thank you @garnieruk for having me at the Garnier International event... I've been working with you for a long time now and am so unbelievably proud and impressed at how you change and evolve to keep making sure you are the best you can be. Not only are there new products coming but there are some really exciting changes being made, changes that help you and me to reduce our use of plastics whilst still enjoying the products we trust and love. Also they are opening a recycling centre in India with @plasticsforchange to turn ocean plastics into packaging so @garnieruk are becoming part of the solution to the problem. It's all very impressive stuff and can't wait to share more details with you... also getting to talk to the whole team face to face again... how lovely that was! I can't describe what a power house of a woman @davinacall is... LOVED spending time with you and Michael... so (this is a long one) #hwstyle the dress is @silviaastore_studio also available to rent on @hurr_heels @aquazzura... @garnieruk dress code was sustainable and hiring a dress is a great way of being part of this... the night ended with all the girls @cilerpeksah_hairtystyle @danniwhiteman @patyoneilmakeup @laurasclair at the @moulinrougeofficial... holy heck what a night...Glam-Amour! #garnier #ad #kostonparis

Aimé par ecwesthead et 21820 autres personnes
DECEMBRE 2, 2022

Ajouter un commentaire... Publier



GARNIER
Champion
OF GREEN
BEAUTY





IT'S CLINICALLY PROVEN:
REDUCES 43% OF DARK SPOTS
INCLUDING ACNE MARKS AFTER 8 WEEKS



GARNIER

GARNIER



Cruelty Free
INTERNATIONAL

VEGAN
FORMULA

-45%
PLASTIC



NATURAL-ORIGIN
90%





MAYBELLINE
NEW YORK

World's #1

**MAKEUP
BRAND**



NO-BUDGE
VINYL NUDES.
UP TO A6H WEAR.





MAYBELLINE
NEW YORK

NYX

PROFESSIONAL MAKEUP

CIRQUE DU SOLEIL



NYX
PROFESSIONAL MAKEUP
BRAND OF
Entertainment





NYX

PROFESSIONAL MAKEUP

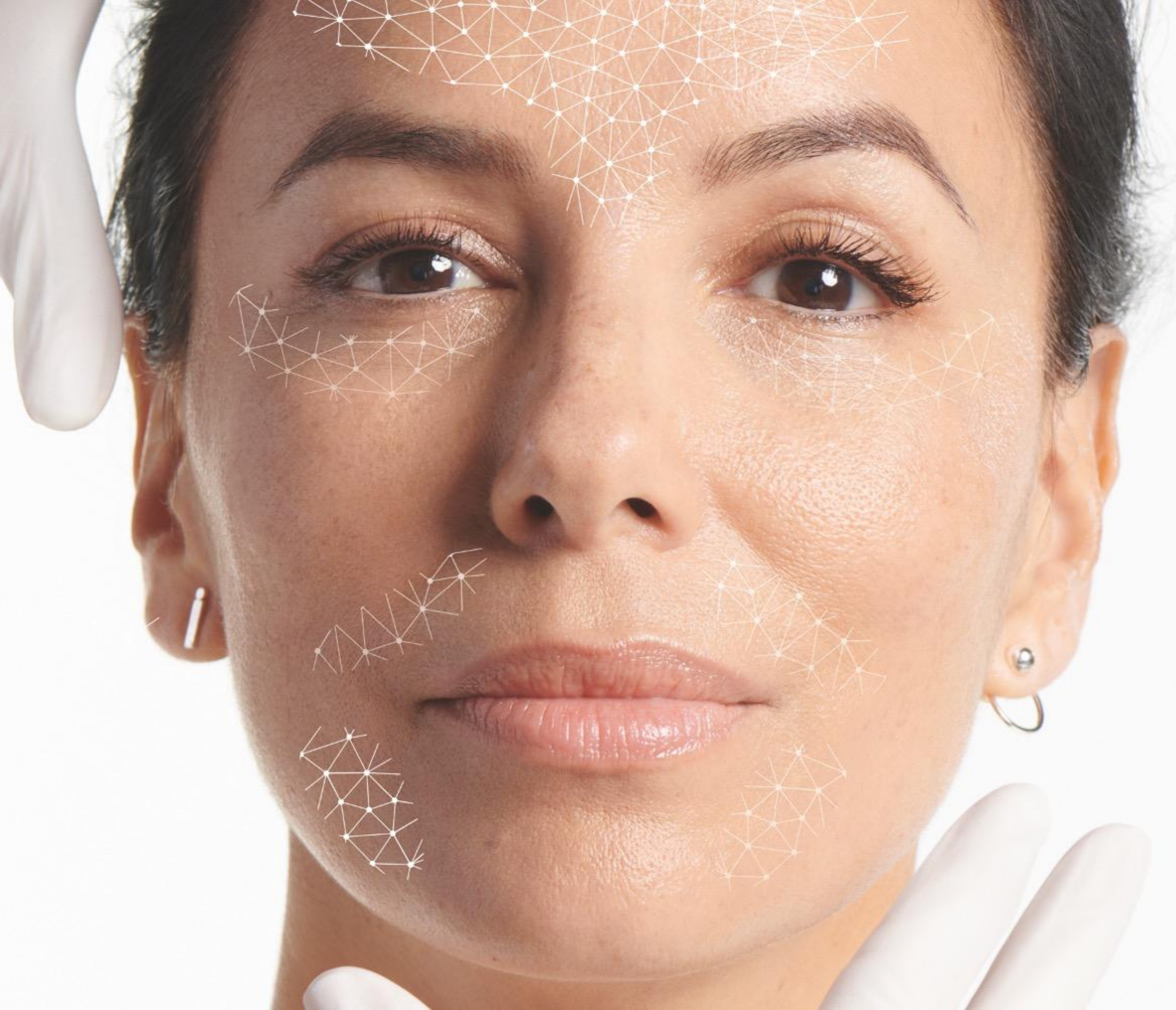
AVATAR

THE WAY OF WATER





4/ PIONEERS OF
Beauty Tech & Data





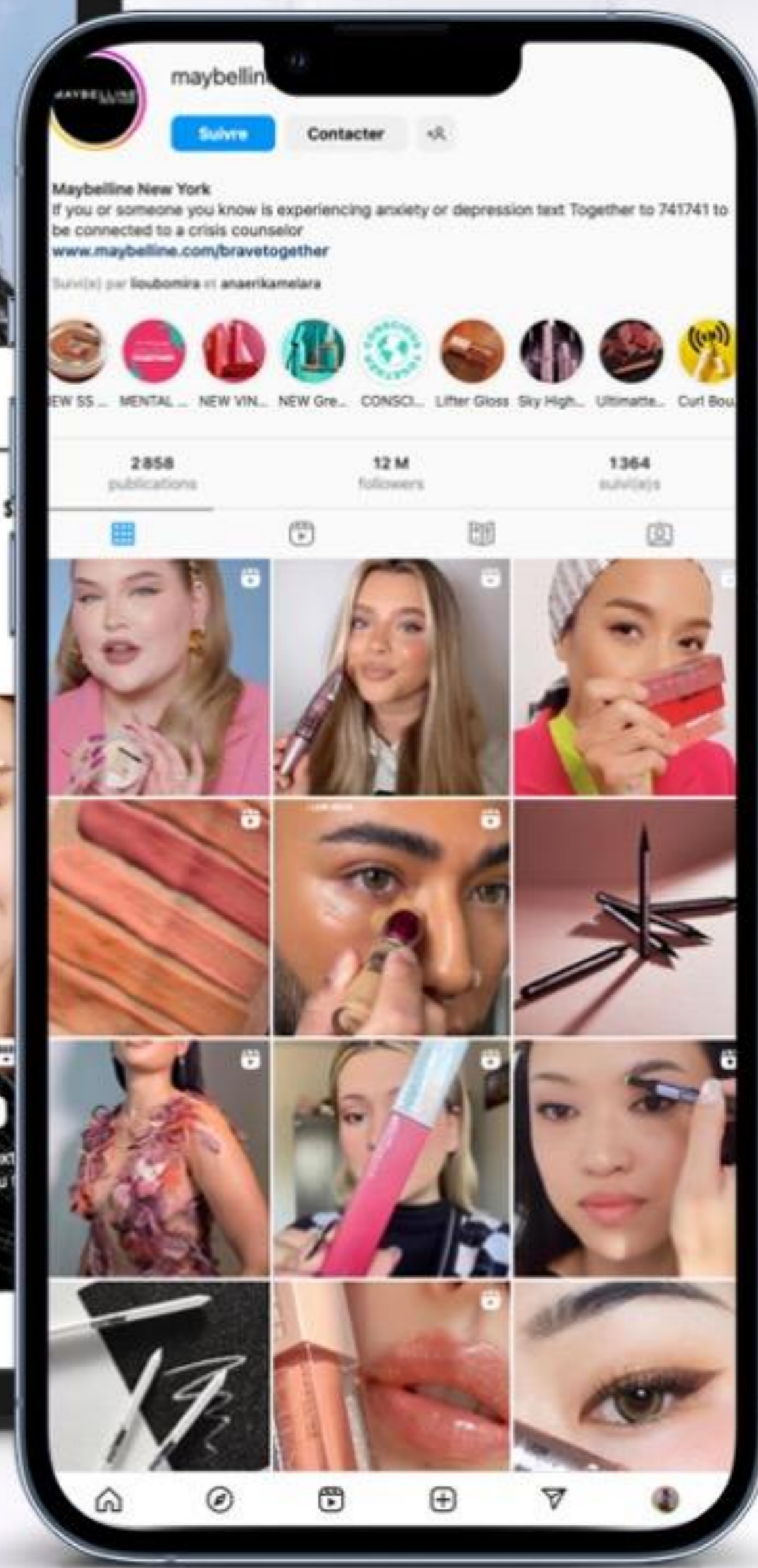
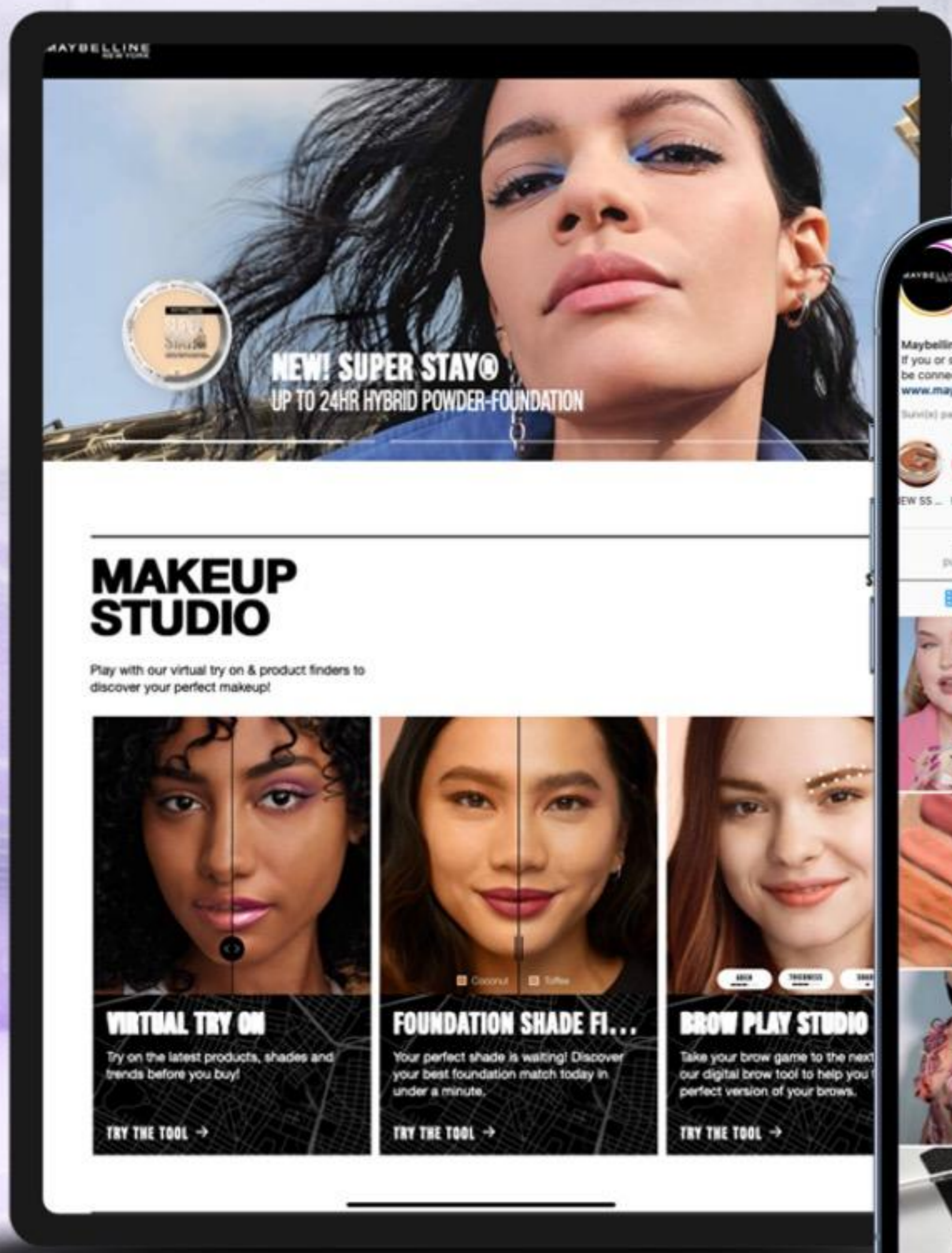
☰ 🔍 **L'ORÉAL** PARIS 👤 🛒

SKIN GENIUS

YOUR TAILOR-MADE SKINCARE ROUTINE

MORNING TREATMENTS

Step 1 SERUM	Step 2 CREAM
	
REVITALIFT FILLER 1.5% HYALURONIC ACID SERUM	REVITALIFT LASER SPF CREAM
Hydrates and replumps lines in one week	Reduces wrinkles, firms, brightens
Wrinkles Radiance	Wrinkles Firmness
★★★★☆ (10,000 reviews)	★★★★☆ (500 reviews)
Learn more	Learn more



MAYBELLINE
NEW YORK

#1

DIGITAL GENIUS
Gartner





3, 2, 1, READY?
LET'S SET OFF TO SPACE!



A NEW ERA OF
*Strong, Profitable,
and Balanced
Growth*

