



2023

ANNUAL RESULTS

9 FEBRUARY 2024

L'ORÉAL
PROFESSIONAL PRODUCTS

Omar HAJERI

President, Professional Products

2023 GROWTH & OUTPERFORMANCE



FULL YEAR 2023

L'ORÉAL
PROFESSIONAL PRODUCTS

+ **7.6%**^{*}

MARKET

≈ + **4%**



*Like-for-like vs 2022

**L'Oréal estimates, % change at constant currencies



L'ORÉAL
PROFESSIONAL PRODUCTS

25%*

RECORD
MARKET SHARE

*Source BMS 2023 + Kline 2022

OUTPERFORMED
THANKS TO OUR **BRANDS**



L'ORÉAL
PROFESSIONNEL
PARIS

Absolut Repair Molecular

PEPTIDES BONDER 2% + 5 AMINO ACIDS

SÉRUM À RINCER PROFESSIONNEL

Répare la structure moléculaire du cheveu
Restore force, elasticity and movement
Pénétration en profondeur. Transformation instant

PROFESSIONAL RINSE-OFF SERUM

Hair structure molecular repair system
Restores strength, elasticity and movement
Deep penetration. Instant transformation

SERIE EXPERT 250 ml 8.4 FL. OZ.



2 BILLIONAIRE
BRANDS

L'ORÉAL
PROFESSIONNEL
PARIS

+ 9%*

KÉRASTASE
PARIS

+ 16%*

*Like-for-like vs 2022

OUTPERFORMED ACROSS ALL REGIONS

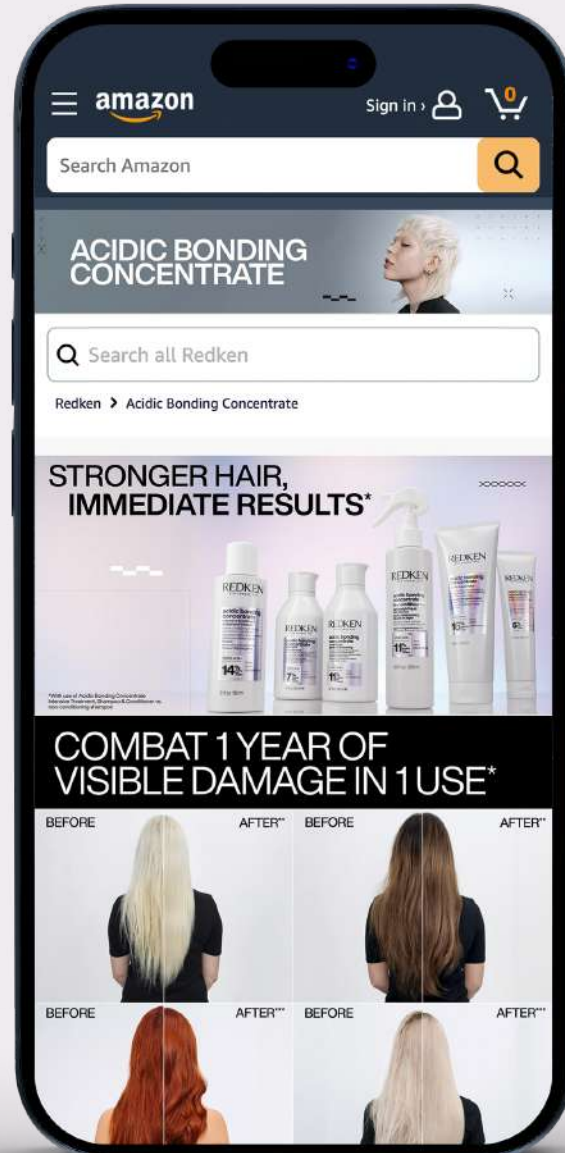


FULL YEAR 2023 HISTORICAL KEY REGIONS

+6%*

NORTH
AMERICA

*Like-for-like vs 2022



US

REDKEN
5TH AVENUE NYC

Nº1
PROFESSIONAL
HAIRCARE BRAND*

*Sell out total Redken (Haircare + styling) Retail & online. Circana, Total Hair

FULL YEAR 2023 HISTORICAL KEY REGIONS



+6%*
EUROPE

*Like-for-like vs 2022

FULL YEAR 2023 KEY GROWTH MARKETS

+10%*

LATIN
AMERICA

+16%*

SAPMENA-
SSA

+14%*

NORTH
ASIA

*Like-for-like vs 2022

CHINA

KÉRASTASE PARIS

N°1 HAIRCARE BRAND ONLINE*

*Smart Path



INDIA

+ 27%*



Bengaluru, India

INOA



L'ORÉAL
PROFESSIONNEL
PARIS

*Like-for-like vs 2022

OUTPERFORMED
ACROSS **ALL** CATEGORIES



HAIRCARE

+14%*

2023 vs 2022



*Like-for-like vs 2022



KÉRASTASE

PARIS



L'ORÉAL PROFESSIONNEL PARIS



REDKEN
5TH AVENUE NYC



REDKEN
5TH AVENUE NYC

**acidic bonding
concentrate
shampoo**
shampooing

Intense conditioning, fortifying, optimized
for colored hair/revitalisant intense,
fortifiant, optimisé pour les cheveux colorés
regimen for/gamme pour:
demanding, processed hair/cheveux
exigeants, traités en salon

CITRIC ACID+

7%
bonding
care
complex

SALON
EXPERT
CONCENTRATION

REDKEN
5TH AVENUE NYC

**acidic bonding
concentrate
conditioner**
après-shampooing

Intense conditioning, fortifying, optimized
for colored hair/revitalisant intense,
fortifiant, optimisé pour les cheveux colorés
regimen for/gamme pour:
demanding, processed hair/cheveux
exigeants, traités en salon

CITRIC ACID+

11%
bonding
care
complex

SALON
EXPERT
CONCENTRATION

300 ml e

L'ORÉAL
RESEARCH
& INNOVATION



CUTTING-EDGE

SCIENTIFIC

DISCOVERIES

HAIR COLOR



+ 4%*

2023 vs 2022

*Like-for-like vs 2022

REDKEN
5TH AVENUE NYC



L'ORÉAL
PROFESSIONNEL
PARIS

OUR
WINNING
STRATEGY



1. OUR STRONG MOMENTUM ON PREMIUM HAIRCARE



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

KÉRASTASE
PARIS

双重防掉发护理
Dual Anti-Fall Care

K

元气发光
无惧坠落

NEVER
BE AFRAID OF
FALLING

2. OUR WINNING OMNICHANNEL STRATEGY

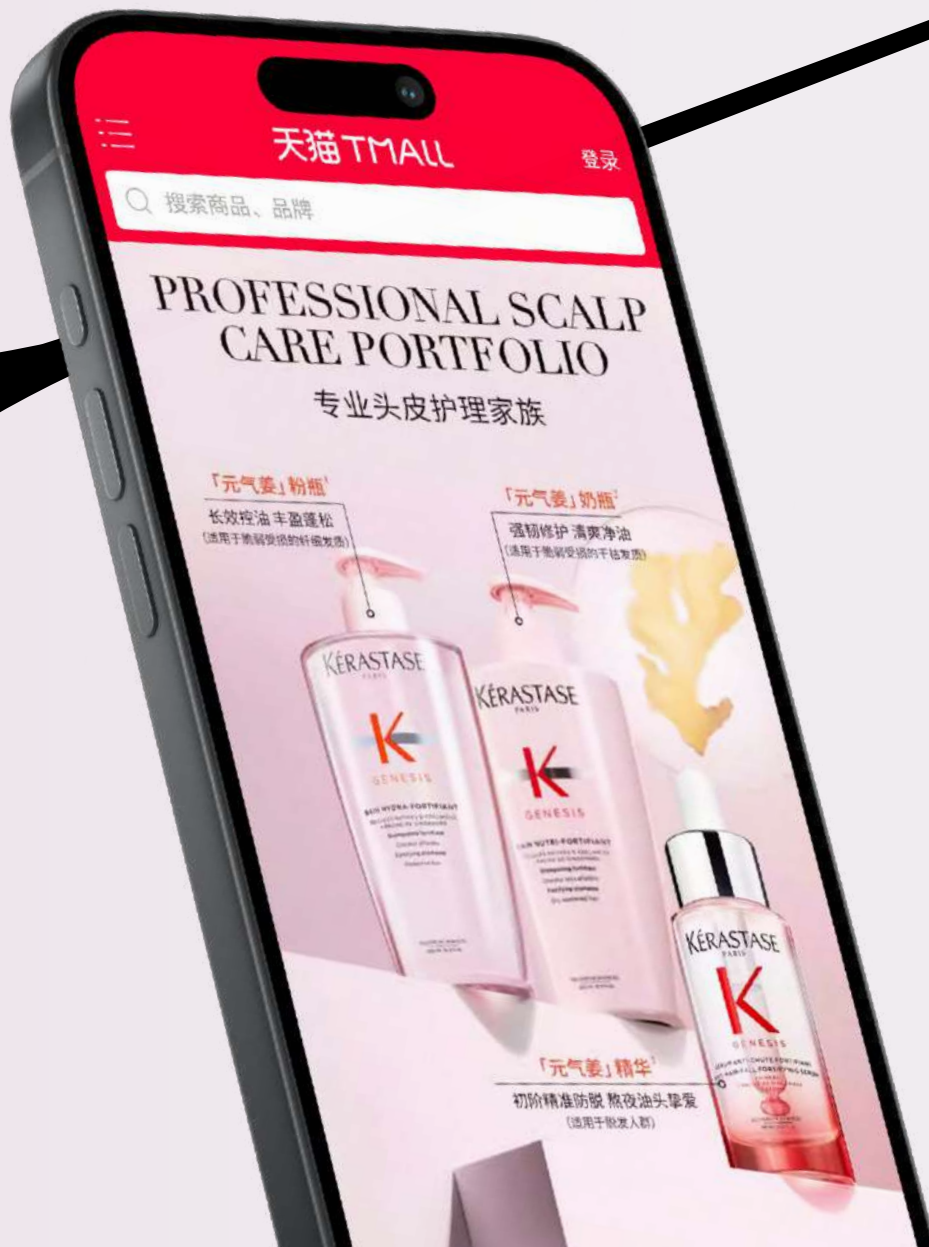




OUR STRONG
SALON
FOOTPRINT

≈ 400,000*
SALONS

*Estimate



天猫 Tmall

登录

搜索商品、品牌

PROFESSIONAL SCALP CARE PORTFOLIO

专业头皮护理家族

「元气姜」粉瓶

长效控油 丰盈蓬松
(适用于脆弱受损的细软发质)

「元气姜」奶瓶

强韧修护 清爽净油
(适用于脆弱受损的干枯发质)



「元气姜」精华

初阶精准防脱 熬夜油头挚爱
(适用于脱发人群)

ACCELERATING IN E-COMMERCE

EXTENDING IN SPECIALTY RETAIL



E-COMMERCE & SPECIALTY RETAIL



35%*
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' e-commerce websites (non-audited data)



3. OUR STRONG
POTENTIAL
IN GROWTH MARKETS

KÉRASTASE
PARIS



GENESIS

巴黎卡诗赋源芯丝系列

DUAL ANTI-FALL ACTION HAIRCARE

双重防掉发护理

CHINA

MASSIVE
RECRUITMENT
OPPORTUNITIES



L'ORÉAL
PROFESSIONNEL
PARIS

Le Color Atelier.

Style
My Hair
PRO

INDIA

STRONG
UNTAPPED
POTENTIAL

Mumbai, India

NEW GROWTH MARKETS

GULF COUNTRIES



Dubai Mall, UAE



NEW GROWTH MARKETS

MEXICO

Mexico City, Mexico

4. OUR POWERFUL B2B
DATA-DRIVEN
ECOSYSTEM

L'ORÉAL
PARTNER SHOP

SalonCentric™


ACCESS
L'ORÉAL

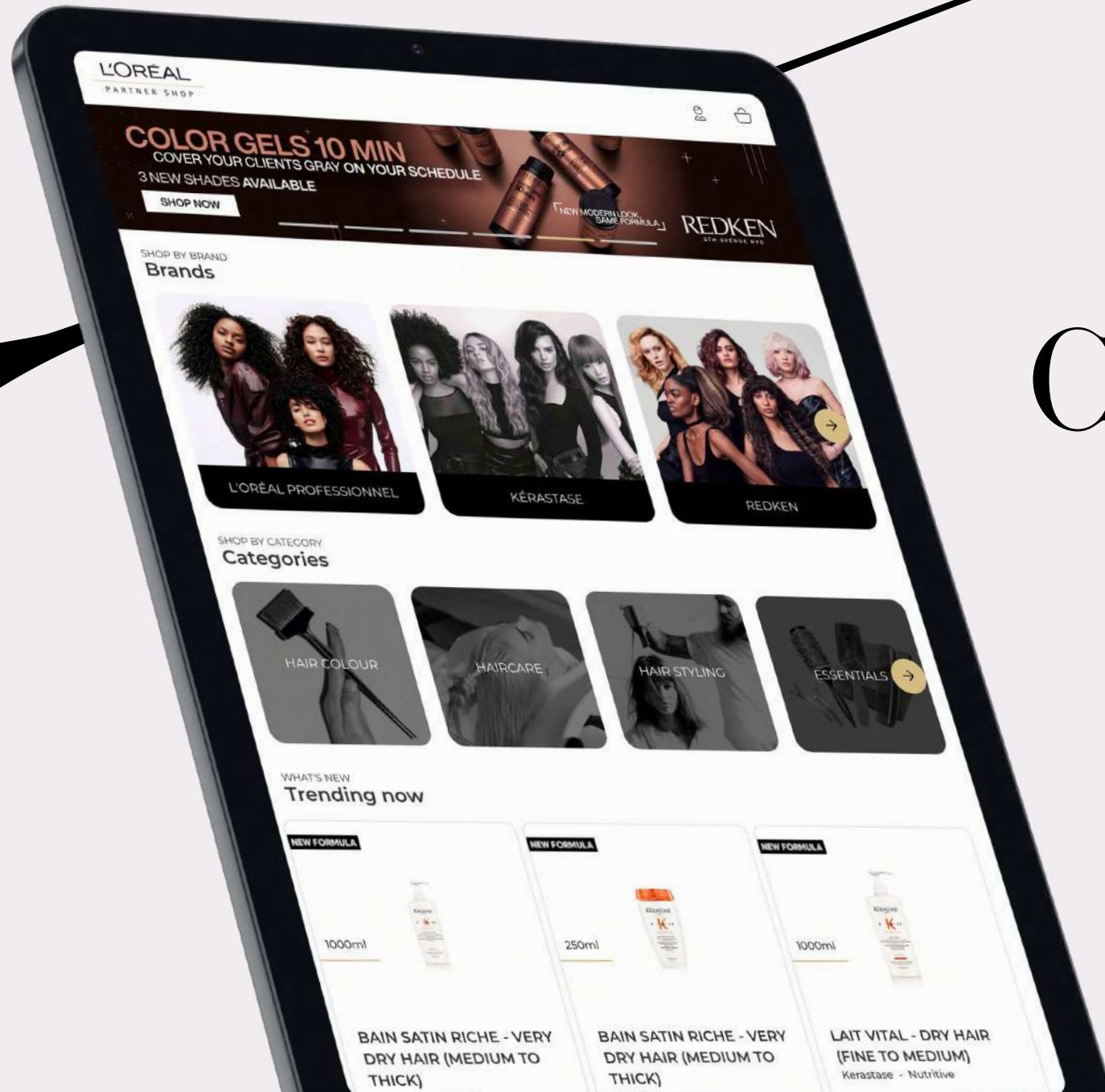
RISE OF
INDEPENDENT
STYLISTS





DIGITALIZE

OUR B2B ECOSYSTEM

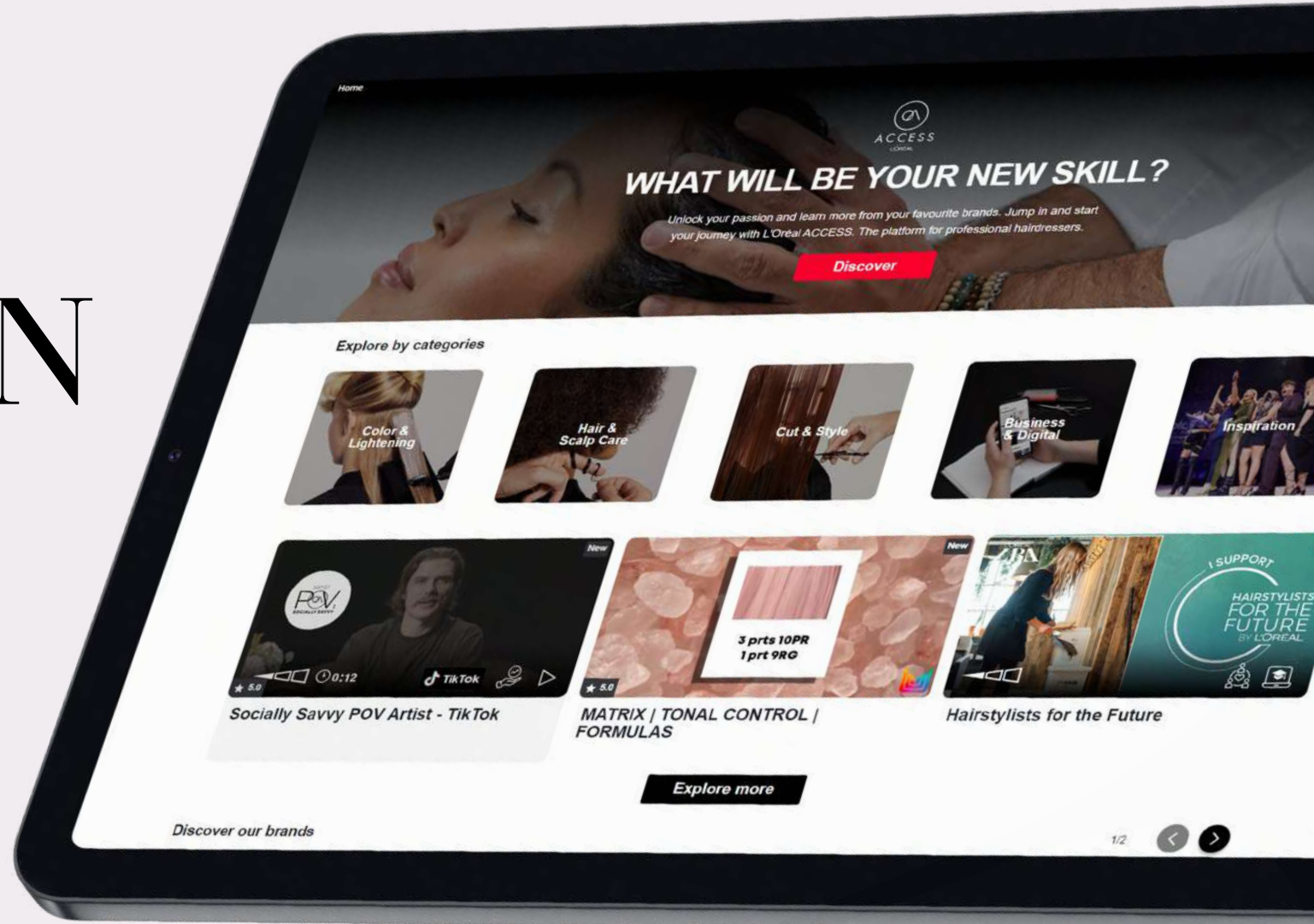


COMMERCE

L'ORÉAL
PARTNER SHOP

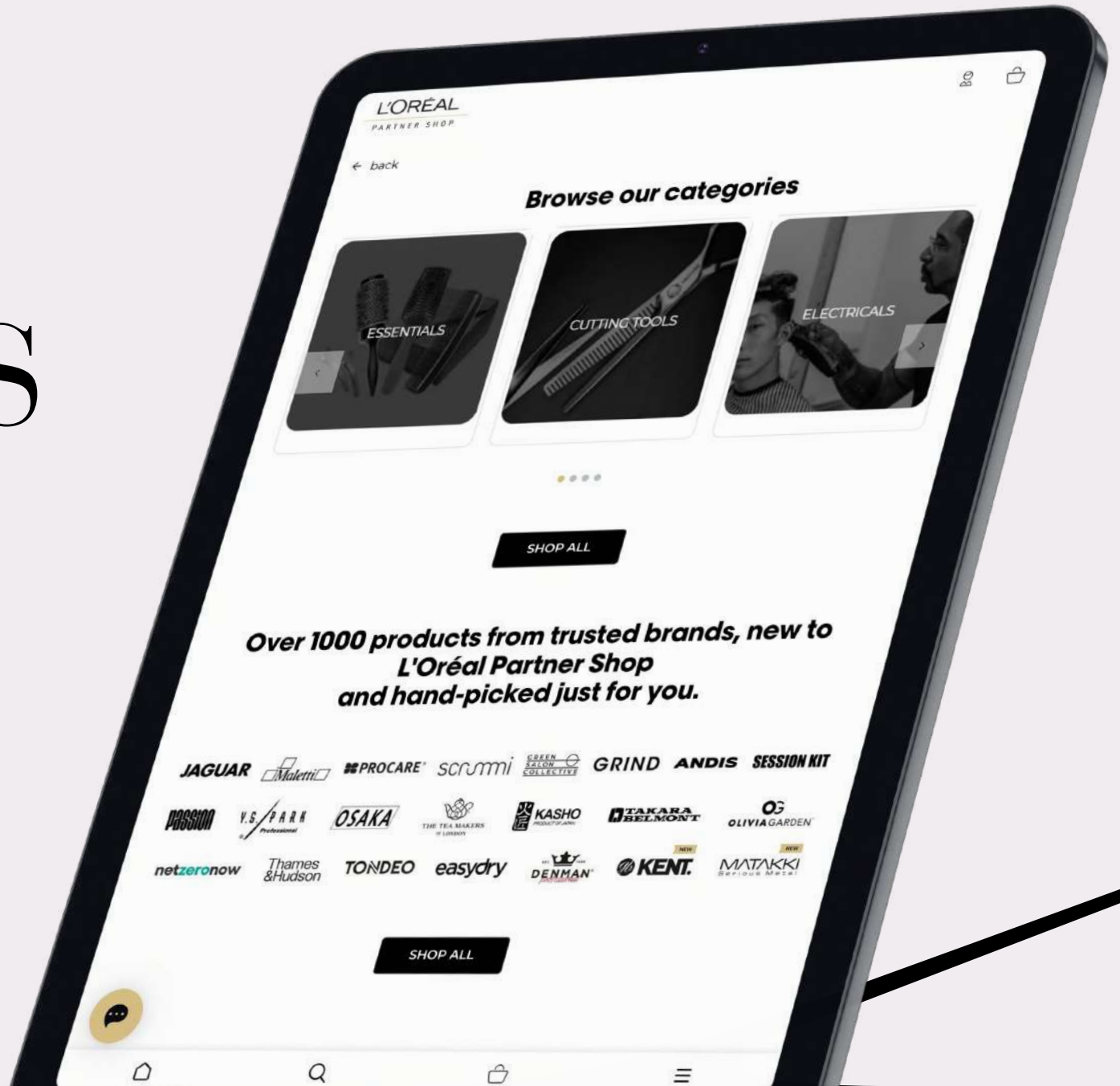
SalonCentric™

EDUCATION



SERVICES

L'ORÉAL
PARTNER SHOP



OUT OF
7 MILLION*
INDIVIDUAL STYLISTS
IN THE WORLD



*Estimate



INTERACTING WITH
3 MILLION*
STYLISTS

*Estimate

CONTINUOUS
REINVENTION



2024
CUTTING-EDGE
INNOVATION AGENDA



INNOVATION IN HAIRCARE



INNOVATION IN
HAIR COLOR



K-SCAN

INNOVATION IN
BEAUTY TECH





L'ORÉAL
PROFESSIONNEL × Zuvi
PARIS

AirLight Pro

INNOVATION IN
BEAUTY TECH





L'ORÉAL
PROFESSIONNEL
PARIS

× gjosa

Water Saver

INNOVATION IN SUSTAINABILITY





SHAPE THE **FUTURE**
OF PROFESSIONAL **BEAUTY**

This image is generated by Artificial Intelligence, meant to ignite your inspiration and not to replace human hair.

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“This document does not constitute an offer to sell, or an offer to buy L’Oréal shares. If you wish to obtain more comprehensive information about L’Oréal, please refer to the public documents registered in France with the Autorité des Marchés Financiers (which are also available in English on our internet site: www.loreal-finance.com). This document may contain some forward-looking statements. Although the Company considers that these statements are based on reasonable hypotheses at the date of publication of this release, they are by nature subject to risks and uncertainties which could cause actual results to differ materially from those indicated or projected in these statements.”

