

L'ORÉAL

Disclosure of trading in own shares carried out in August & Septembre 2012

Pursuant to Article 4 paragraph 4 of European Regulation n° 2273/2003 of December 22, 2003 implementing Directive 2003/6/EC of January 28, 2003, and in compliance with Article 241-4 of the AMF's General Regulations, L'Oreal declares below the transactions made on its own shares for the 30/08/2012 to the 31/08/2012 period:

Session of	Number of shares	Weighted average price in €	Amount in €
30/08/2012	130,000	96.0660	12,488,580.00
31/08/2012	130,000	97.0660	12,618,580.00
TOTAL	260,000		25,107,160.00

TOTAL	Number of shares	Amount in €
August 2012	260,000	25,107,160.00

Pursuant to Article 4 paragraph 4 of European Regulation n° 2273/2003 of December 22, 2003 implementing Directive 2003/6/EC of January 28, 2003, and in compliance with Article 241-4 of the AMF's General Regulations, L'Oreal declares below the transactions made on its own shares for the 30/08/2012 to the 06/09/2012 period:

Session of	Number of shares	Weighted average price in €	Amount in €
30/08/2012	130,000	96.0660	12,488,580.00
31/08/2012	130,000	97.0660	12,618,580.00
03/09/2012	130,000	98.9580	12,864,540.00
04/09/2012	127,250	98.9990	12,597,622.75
05/09/2012	140,000	99.6602	13,952,428.00
06/09/2012	140,000	99.7471	13,964,594.00
TOTAL	797,250		78,486,344.75

Since its creation by a chemist, a century ago, L'Oréal is concentrated on one unique area of expertise, cosmetics. With a turnover of euros 20.34 billion in 2011, the group focuses its activities on 23 global and culturally diverse brands distributed in every distribution channel. L'Oréal Professionnel, Matrix, Kérastase, Redken in hair dressing salons. L'Oréal Paris, Maybelline, Garnier, SoftSheen-Carson in mass market. Vichy, La Roche Posay, Inneov, and Skinceuticals in pharmacies and drug stores. Lancôme, Helena Rubinstein, Biotherm, Shu Uemura, Kiehl's, Giorgio Armani, Cacharel, Ralph Lauren, Diesel and YSL Beauté in perfumeries and department stores, and The Body Shop in its own stores.

Research and innovation are at the core of L'Oréal's strategy. The Group has developed more than 120 new molecules over a period of 40 years. Research teams design new products in all areas of cosmetics: hair color, hair care, skincare, make-up and perfumes.

CONTACTS AT L'ORÉAL

Individual shareholders and market authorities

Mr. Jean Régis CAROF

Phone: 01.47.56.83.02

jcarof@dgaf.loreal.com

Financial analysts and institutional investors

Mrs. Françoise LAUVIN

Phone: +33.(0)1.47.56.86.82

flauvin@dgaf.loreal.com

For further information, please contact your bank, broker or financial institution (I.S.I.N. code: FR0000120321), and consult your usual newspapers, and the internet site for shareholders and investors, <http://www.loreal-finance.com>, or [loreal-finance.com](http://www.loreal-finance.com) mobile edition on your PDA; alternatively, call +33.1.58.13.51.36.

"This document does not constitute an offer to sell, or a solicitation of 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 their nature subject to risks and uncertainties which could cause actual results to differ materially from those indicated or projected in these statements."