

WWD BEAUTY INC TOP 100: L'ORÉAL RANKED # 1

Each year, WWD Beauty Inc Top 100 releases its coveted list of the world's top beauty companies. Firms are ranked by beauty sales for the calendar year, and for 2010, L'Oréal ranked #1 once again, ahead of Procter & Gamble, Unilever, Estée Lauder and Shiseido.

L'Oréal reported 2010 consolidated sales of €19.5 billion. Located in 130 countries, the Group has developed a diverse and complementary portfolio of 23 international brands¹ : L'Oréal Professionnel, Redken, Kerastase, Matrix, L'Oréal Paris, Garnier, Maybelline New York, SoftSheen.Carson, Lancôme, Giorgio Armani Perfumes & Cosmetics, Yves Saint Laurent, Biotherm, Kiehl's, Ralph Lauren Fragrances, Shu Uemura, Cacharel, Helena Rubinstein, Diesel, Vichy, La Roche-Posay, SkinCeuticals, Innéov and The Body Shop.

L'Oréal's objective is to acquire 2 billion consumers around the world, thereby doubling its customer base, by focusing on its strategy of beauty universalization. The Group is concentrating on high value-added worldwide innovations at accessible prices, which respond to the needs of local markets, especially those of the new markets.

With a circulation of 75,000, made up of qualified subscribers and key beauty industry decision-makers, WWD Beauty Inc delivers authoritative, in-depth coverage of key issues impacting the global beauty marketplace. WWD Beauty Inc is recognized as the definitive source for beauty industry insiders and influencers, retail executives, financial experts and the media.

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¹ International brands with annual sales of more than 50 million euros.