

L'ORÉAL

L'ORÉAL ACQUIRES PACIFIC BIOSCIENCE LABORATORIES THE MARKET LEADER IN SONIC SKIN CARE TECHNOLOGY

*CLARISONIC® ACQUISITION WILL BOOST L'ORÉAL'S INNOVATION CAPACITY
IN COSMETIC DEVICES*

Clichy 15 December 2011 - L'Oréal today announced the completed acquisition of Pacific Bioscience Laboratories Inc., the market leader in the rapidly growing area of sonic skin care devices. In early November, the two companies signed a merger agreement paving the way for L'Oréal USA to buy Pacific Bioscience Laboratories. The shareholders of Pacific Bioscience Laboratories have approved the transaction. The move gives L'Oréal access to patented sonic skin care technology enabling the company to acquire strategic positions in the quickly emerging skin care devices category.

"We've spent a fruitful decade developing the Clarisonic® family of products for consumers and professionals alike, and the exciting thing is we're just getting started, in a way," said David Giuliani, CEO and co-founder of Pacific Bioscience Laboratories. *"L'Oreal's powerful marketing, distribution and R&D resources will help Clarisonic develop internationally and achieve our global mission – empowering people to change the future of their skin."*

Clarisonic® is sold mainly throughout the US and is also present in the UK, Australia, Mexico, Canada and the Far East. It is sold through a distribution network which includes dermatologists and cosmetic surgeons, spas, prestige retail, e-tail, television shopping and clarisonic.com. In FY 2010, Clarisonic® achieved net sales of \$ 105 million.

"Clarisonic® is a strategic acquisition for L'Oréal," said Nicolas Hiéronimus, President L'Oréal Luxe. *"Devices are emerging globally as an important new skin care category. Clarisonic® is the most successful and fast growing premium brand in this category and we will roll it out internationally as well as enhance our service experience in our luxury counters"*.

Pacific Bioscience Laboratories will remain in its new corporate headquarters and manufacturing facility in Redmond, WA, where it has a strong record of invention and technology. The site is expected to become another hub of innovation for L'Oréal in the US. *"The science behind the Clarisonic® brand is unsurpassed in the beauty devices category,"* stated Laurent Attal, President Research & Innovation, L'Oréal. *"By combining Pacific Bioscience expertise in devices and L'Oréal skin knowledge and excellence in topical skin care formulations, we think that, together, we will create in Redmond an outstanding center of innovation for L'Oréal."*

Pacific Bioscience Laboratories' management team will stay with the company in their respective roles. David Giuliani will retain his title as CEO.

About L'Oréal

L'Oréal, the world's leading cosmetics company, has catered to all forms of beauty in the world for over 100 years and has built an unrivalled portfolio of 23 international, diverse and complementary brands. With sales amounting to 19.5 billion euros in 2010, L'Oréal is present in 130 countries and employs 66,600 people. Regarding sustainable development, Corporate Knights, a Global Responsible Investment Network, has selected L'Oréal for its 2011 ranking of the Global 100 Most Sustainable Corporations in the World. L'Oréal has received this distinction for the 4th consecutive year. www.loreal.com

L'Oréal USA

L'Oréal USA, headquartered in New York City, with 2010 sales of over \$4.7 billion and 9,800 employees, is a wholly-owned subsidiary of L'Oréal SA, the world's leading beauty company. In addition to corporate headquarters in New York, L'Oréal USA has Research and Innovation, Manufacturing and Distribution facilities across six other states including New Jersey, Kentucky, Arkansas, Illinois, Ohio, and Texas.

About Pacific Bioscience Laboratories

Pacific Bioscience Laboratories Inc. is a leading innovator in sonic skin care and the creator of the Clarisonic Skin Cleansing System and Clarisonic Opal™ Sonic Infusion Systems. The Clarisonic Sonic Skin Cleansing System is the first professional-caliber sonic skin care system for healthy, younger-looking skin. Clarisonic extends sonic cleansing to sonic infusion with the groundbreaking Opal™ Sonic Infusion System, combining sonic micro-massage with a proprietary Anti-Aging Serum that reduces the appearance of fine lines and wrinkles around the eyes. The innovations in sonic devices, Clarisonic and Clarisonic Opal™ represents Pacific Bioscience Laboratories's ongoing mission to develop and market technically advanced and clinically proven products that make a clear difference in skin care. Clarisonic is distributed through dermatologists, cosmetic surgeons, spas and prestige retailers such as Sephora, Nordstrom, QVC, Saks Fifth Avenue, Ulta, Beauty.com and SkinStore.com. Clarisonic has been acknowledged as a beauty award winner by InStyle magazine, Allure magazine and by retailers QVC and Sephora. For more information, visit the Clarisonic website.

"This news release 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, also available in English on our Internet site www.loreal-finance.com.

This news release 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."

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