

L'ORÉAL

Beauté Créateurs, a mail order subsidiary of L'Oréal, has announced the intention to cease its activity

Clichy 19 November 2013 – **Beauté Créateurs** has announced its intention to cease its mail order activity during the first half of 2014.

Created in the late 1980s during the growth years of the mail order business, Beauté Créateurs sells specific brands Agnès b., Cosmence and Professeur Christine Poelman among others. Beauté Créateurs, which achieved a turnover of 87 million euros over the last 12 months mainly in France, has encountered difficulties over the past several years linked to the structural weakening of the mail order business model.

All employees working for Beauté Créateurs in the three countries where the business is present – France, Germany and Japan – will be offered employment within the L'Oréal group.

The workers council (Comité d'Entreprise) of Beauté Créateurs will be consulted on this project in the coming weeks.

About L'Oréal

L'Oréal, the world's leading beauty company, has devoted itself to all forms of beauty in the world for over 100 years and has built a unique portfolio of 28 international, diverse and complementary brands. With sales amounting to 22.5 billion euros in 2012, L'Oréal employs 72,600 people worldwide. In 2013, the Ethisphere Institute, a leading international think-tank for business ethics, corporate social responsibility and sustainability, recognized L'Oréal as one of the World's Most Ethical Companies. This is the fourth time that L'Oréal has received this distinction.

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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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