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**Recommended cash offer
by JPMorgan Cazenove Limited
on behalf of L'Oréal
for
The Body Shop International PLC**

Posting of Offer Document

Further to the announcement made on 17 March 2006, L'Oréal announces that the offer document (the "Offer Document") containing the full terms and conditions of the Offer being made by JPMorgan Cazenove Limited, on behalf of L'Oréal, to acquire the entire issued and to be issued share capital of The Body Shop International PLC ("The Body Shop") not already owned by L'Oréal, is being posted to The Body Shop Shareholders today, together with the Form of Acceptance.

To accept the Offer in respect of The Body Shop Shares held in certificated form (that is, not in CREST), the Form of Acceptance should be completed, signed and returned in accordance with the instructions set out in the Offer Document and on the Form of Acceptance, so as to be received as soon as possible and, in any event, by no later than 1.00 p.m. (London time) on 3 May 2006.

To accept the Offer in respect of The Body Shop Shares held in uncertificated form (that is, in CREST), you should not return the Form of Acceptance but instead accept the Offer electronically through CREST in accordance with the instructions set out in the Offer Document, so that the TTE instruction settles as soon as possible and, in any event, by no later than 1:00 p.m (London time) on 3 May 2006. If you are a CREST sponsored member, you should refer to your CREST sponsor before taking any action. Only your CREST sponsor will be able to send the TTE instruction(s) to CRESTCo in relation to your The Body Shop Shares.

Copies of the Offer Document are available for collection (during normal business hours) from Lloyds TSB Registrars at The Causeway, Worthing, West Sussex, BN99 6DA and will shortly be available on L'Oréal's website, www.loreal-finance.com.

Terms defined in the Offer Document have the same meanings in this announcement.

Enquiries:

L'Oréal

General +33 1 47 56 70 00

Analysts and institutional investors of L'Oréal
Mrs Caroline Millot +33 1 47 56 86 82

Individual Shareholders of L'Oréal and market authorities
Mr. Jean-Régis Carof +33 1 47 56 83 02

Journalists
Mr. Mike Rumsby +33 1 47 56 76 71

JPMorgan Cazenove +44 207 588 2828

Mark Breuer
Barry Weir

This announcement does not constitute an offer to sell or an invitation to purchase any securities or the solicitation of an offer to buy any securities, pursuant to the Offer or otherwise. The Body Shop Shareholders are advised to read carefully the Offer Document and Form of Acceptance in relation to the Offer. This contains the full terms and conditions of the Offer, including details of how the Offer may be accepted.

JPMorgan Cazenove, which is authorised by the Financial Services Authority, is acting exclusively for L'Oréal and no one else in connection with the Offer and will not be responsible to anyone other than L'Oréal for providing the protections afforded to clients of JPMorgan Cazenove or for providing advice in relation to the Offer or any other matters referred to in this announcement.

The availability of the Offer to The Body Shop Shareholders who are not resident in and citizens of the United Kingdom may be affected by the laws of the relevant jurisdictions in which they are located or of which they are citizens. Such persons should inform themselves of, and observe, any applicable legal or regulatory requirements of their jurisdictions. Further detail in relation to overseas shareholders is contained in the Offer Document.

The Loan Notes which may be issued pursuant to the Loan Note Alternative have not been and will not be, registered under the Exchange Act or under the securities laws of any state or other jurisdiction of the United States; the relevant clearances have not been, and will not be, obtained from the securities commission of any province, territory or jurisdiction of Canada; and no prospectus has been lodged with, or registered by, the Australian Securities and Investments Commission or the Japanese Ministry of Finance. Accordingly, unless an exemption under such act or securities laws is available or unless otherwise determined by L'Oréal and permitted by applicable law and regulation, the Loan Notes may not be, offered, sold, resold,

delivered or transferred, directly or indirectly, in or into the United States, Canada, Australia or Japan or any other jurisdiction if to do so would constitute a violation of the relevant laws of, or require registration thereof in, such jurisdiction or to, or for the account or benefit of, a person located in the United States, Canada, Australia or Japan. This document does not constitute an offer to sell, or the solicitation of any offer to buy, any Loan Notes in any jurisdiction in which such an offer or solicitation would be unlawful.

Unless otherwise determined by L'Oréal, and permitted by applicable law and regulation, the Offer will not be made, directly or indirectly, in, into or from, and will not be capable of acceptance in or from the United States, Canada or Australia or any jurisdiction where to do so would constitute a breach of securities laws in that jurisdiction. Accordingly, copies of this announcement are not being, and must not be, mailed or otherwise forwarded, distributed or sent in, into or from the United States, Canada or Australia or any jurisdiction where to do so would constitute a breach of securities laws in that jurisdiction. Persons receiving this announcement (including custodians, nominees and trustees) should observe these restrictions and should not send or distribute this announcement in, into or from any such jurisdictions.