

L'ORÉAL

Disclosure of trading in own shares carried out on March 2008

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 241-5 of the AMF's General Regulations, L'Oreal declares below the transactions made on its own shares for the 3rd/03/2008 to the 7th/03/2008 period:

Session of	Number of shares	Weighted average price in €	Amount in €
03/03/2008	120,000	77.73 €	9,327,480.00
04/03/2008	54,000	77.00 €	4,157,816.40
05/03/2008	35,000	76.96 €	2,692,900.00
06/03/2008	51,000	76.86 €	3,919,605.00
07/03/2008	80,000	76.26 €	6,100,880.00
TOTAL	340,000		26,198,681.40

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Session of	Number of shares	Weighted average price in €	Amount in €
10/03/2008	30,000	77.62 €	2,328,660.00
12/03/2008	30,000	78.30 €	2,348,940.00
13/03/2008	70,000	76.25 €	5,337,500.00
14/03/2008	70,000	78.05 €	5,463,640.00
TOTAL	200,000		15,478,740.00

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Session of	Number of shares	Weighted average price in €	Amount in €
17/03/2008	90,000	76.69 €	6,902,100.00
18/03/2008	40,000	77.59 €	3,103,560.00
19/03/2008	30,000	78.84 €	2,365,125.00
20/03/2008	41,000	79.17 €	3,246,072.50
TOTAL	201,000		15,616,857.50

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Session of	Number of shares	Weighted average price in €	Amount in €
26/03/2008	100,000	81.86 €	8,186,430.00
27/03/2008	80,000	81.91 €	6,552,720.00
28/03/2008	150,000	80.55 €	12,082,050.00
TOTAL	330,000		26,821,200.00

TOTAL	Number of shares	Amount in €
MARCH 2008	1,071,000	84,115,478,90

Since its creation by a chemist, almost a century ago, L'Oréal is concentrated on one unique area of expertise, cosmetics. With a turnover of euros 15.8 billion in 2006, the group focuses its activities on 19 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 in pharmacies and drug stores. Lancôme, Helena Rubinstein, Biotherm, Shu Uemura, Kiehl's, Giorgio Armani, Cacharel, and Ralph Lauren 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.

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"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."