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Kate Winslet for Trésor by L'ORÉAL PARIS

This is a free translation into English of the L'Oréal 2008 Annual Report issued in the French language and is provided solely for the convenience of English speaking readers. In case of discrepancy the French version prevails.

The L'Oréal adventure

Inventing beauty: this is L'Oréal's vocation. Since its creation by a researcher, one century ago, the group has never stopped believing in research, pushing back the boundaries of science and knowledge, increasing the number of innovations and patents, driven by a passion for exploration and a single-minded focus on quality. Beauty is a scientific adventure.

Responding to the desire for well-being of millions of men and women: this is L'Oréal's tireless quest. For the past 100 years, generations of employees have engaged in this fabulous adventure with diligence, imagination and drive, asserting the relevance of the group's brand portfolio and its distribution networks in different countries in order to make beauty—every type of beauty—accessible to all, the world over. Beauty is a human adventure.

Sharing its good fortune and success: this, one century after its creation, is L'Oréal's greatest wish. The centenary celebrations—convivial, generous-spirited and outward-looking—will mirror the nature of the group and its history. A new century is beginning for L'Oréal, a century of commitment to make the world ever more beautiful.

World's number 1
cosmetics group

23 international brands⁽¹⁾

17.5 billion euros
of sales in 2008

130 countries

67,500 employees

628 patents
registered in 2008

(1) Brands with annual sales of more than 50 million euros.