

L'Oréal set off on its beauty adventure a century ago.

A quest for innovation supported by constant research efforts.

A quest for the world and its diverse cultures, to meet beauty aspirations the whole world over.

A quest for excellence through ever more effective and creative products.

A quest for a meaningful purpose, accommodating economic growth and ethical values and giving L'Oréal a mission: to help make the world more beautiful.

100 years the adventure

Pushing back the boundaries of knowledge

In 1909, Eugène Schueller, a chemist and entrepreneur, created the Société des Teintures Inoffensives pour Cheveux, which took the name of L'Oréal in 1939. He considered hair a case for scientific study, and invented the first colourants that were to revolutionise the beauty industry.

In 1960, his successor François Dalle expanded and structured the company's laboratories. With Charles Zviak—then Vice-President in charge of Research and later in 1984 the Chairman of L'Oréal—he set up a fundamental research unit that could manufacture its own molecules. This was the dawn of the life sciences. At the instigation of Sir Lindsay Owen-Jones and later Jean-Paul Agon, substantial investments in people and financial resources have given a decisive boost to the innovative potential of research. The spectacular development of biology and biotechnologies has led to major advances, such as reconstructed skin. Green cosmetics have appeared on the scene. Furthermore, research is taking on a global dimension. Formulation and evaluation laboratories across the planet have made it possible to gain unique expertise in skin and hair throughout the world.

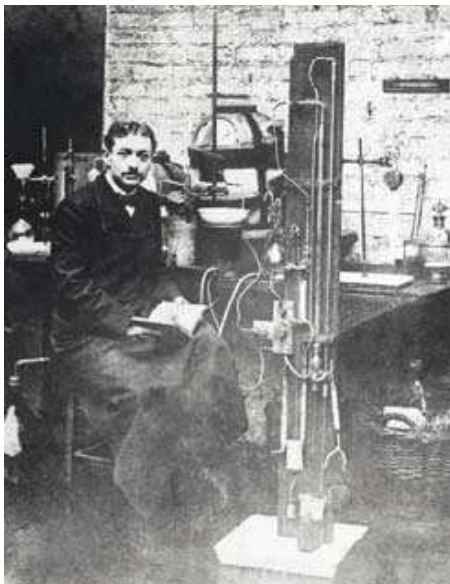
Anticipating all needs

L'Oréal has always had a gift for creating strong brands, rooted in the group's history, which inspire the whole world. Targeted acquisitions have enabled it to enrich its portfolio throughout the century.

Today, the group possesses the priceless asset of some 20 global brands which cover all segments of cosmetics and encompass all distribution channels.

Their renown and success are based on a very powerful product culture, which is one of L'Oréal's particular strengths. The "decommoditisation" advocated by François Dalle, which was later renamed "value enhancement", plays a key role in this success. It is synonymous with greater originality, higher quality, more innovation and undisputed technical superiority.

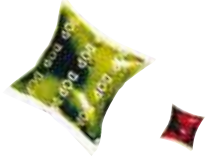
The brand portfolio covers every territory of beauty. Each brand has a different origin, its own personality and approach. Their diversity can meet all consumers' aspirations and create resonance with all cultures. The brands are the expression of L'Oréal's determination to respect every kind of beauty throughout the world.



In 1907, Eugène Schueller created his first hair colourant formulas based on harmless chemical compounds, which he named "Oréal".

In 1951, Eugène Schueller came up with the idea of packaging small doses of shampoo in a transparent pack. Dop Sachets were a sensational success.





of inspiration and creativity, of beauty continues



Conquering the world with respect

Present in 130 countries, L'Oréal is well established on all five continents. In the space of a century, the small French firm has gone from internationalisation to globalisation. After the epic pioneering years, François Dalle built the "Great L'Oréal" of its founder's dreams. Then came the start of the globalisation process, a spectacular development orchestrated by Sir Lindsay Owen-Jones and continued by Jean-Paul Agon.

The geographical conquest is based on a deep understanding of markets. The ability to "seize up-and-coming trends", and the sense of curiosity and appetite for knowledge of the group's employees, grew as new territories were conquered. L'Oréal is now able to deliver products that meet the needs of the whole world. Acquisitions of local brands make it easier to become established in a country. International expansion has profoundly enriched the group's expertise and L'Oréal continues to adopt best practices from all over the world in every field of endeavour.

Excelling and striving for perfection

The satisfaction of a job well done and a taste for hard work have been passed down from generation to generation. The culture of excellence and striving for perfection is part of L'Oréal's DNA.

L'Oréal has always been a company where people matter most. It reflects the resolve of its senior executives all of whom have focused on the richness of the company's human resources, and the constant search for new talent that this implies. The company hires the best candidates from around the world: men and women who stand out and have in common a spirit of enterprise. From the very beginning, it has always been L'Oréal's ambition and one of its missions to enhance the experience of its employees and ensure their training and career development.

Lastly, the diversity of its teams has profoundly impacted the company. It is a vector of powerful energy, open-mindedness, and cultural richness. Today, L'Oréal is a genuine melting pot with the aim of becoming the epitome of an ethical company and achieving prominence through its community projects and commitments towards society.

Opening of a new research centre
at Pudong (China) in September 2005.



GARNIER marketing team
(France).



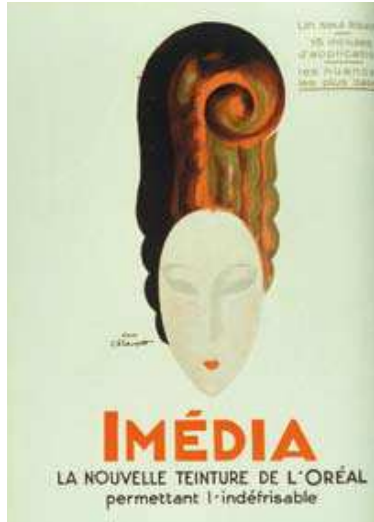
1909

1909
On July 30th, Eugène Schueller created the Société Française de Teintures Inoffensives pour les Cheveux, which later became L'Oréal.



1925
L'Oréal d'Or, an unprecedented hair lightening product, which added golden highlights and made blond hair look more natural.

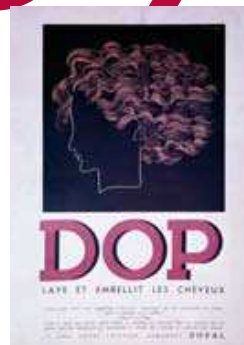
1929
After filing a patent for paradiamines, used in fast-penetrating hair colourants, Eugène Schueller launched Imedia in 1929 which was an instant and resounding success.



1929
Hollywood stars launched the fashion for blond hair. In hair salons, L'Oréal Blanc bleaching powder was all the rage amongst fashionable women.



1935
Creation of Ambre Solaire sun protection oil, just before 1936 and the first paid holidays for French workers.



1934
Dop was the first "modern" consumer shampoo: ready-to-use, and a new symbol for personal hygiene in French families.



1947
Le Crochet Dop singing tour travelled all around France until 1957, attracting up to 50,000 people a day. The crowd voted for the best singer by shouting out: "Dop, Dop, Dop, he's adopted by Dop!"



1942
Eugène Schueller developed a mixing tower for the continuous manufacture of soap. The special saponification process soon won over the whole of the soap making industry.



1954
Eugène Schueller's great crusade was hygiene. He introduced major awareness-raising initiatives in primary schools, known as "Clean Children Days".

1954
L'Oréal made a move into the pharmacy channel by signing technical agreements with Vichy, a company that was finally acquired in 1980.



1954
L'Oréal crossed the Atlantic, as Cosmair became the exclusive agent for L'Oréal hair products in the United States.

1960
The "golden goddess": the birth of Elnett lacquer, at last a hairspray that left hair supple and gave it that silky touch!





1963
In a crowning achievement reflecting its spectacular and solid growth, L'Oréal was listed on the Paris Stock Exchange.



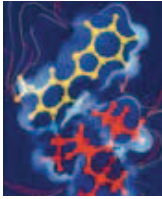
1964
Acquisition of LANCÔME, already a byword for French elegance and style all over the world.



1970
Acquisition of BIOTHERM, which takes a biological approach to skincare by using the regenerative power of spa water.



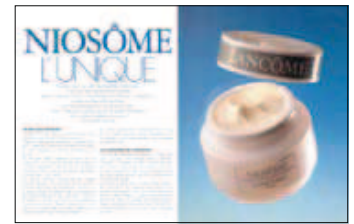
1972
With Elsève, shampoo became a true beauty care product.



1982
Patented by L'Oréal Research, Mexoryl SX, an ultra-powerful anti-UVA product, revolutionised sun protection.



1978
Cacharel asked L'Oréal to develop its first fragrance. Anais Anais secured the position of top-selling perfume worldwide for many years.



1986
As the first anti-ageing cream, Niosôme took LANCÔME into the era of very high-technology skincare.

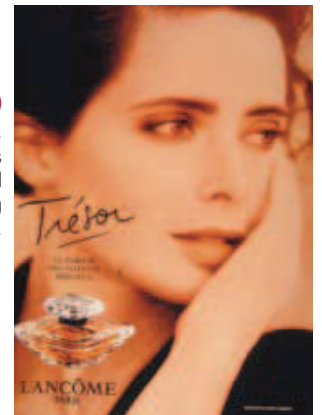
1982
L'Oréal created Plénitude, a new range of facial skincare products. Its vocation: to offer women the best in technology, unique active ingredients and original textures at an affordable price.



1996
In its fluorescent green bottle, Fructis from the Laboratoires Garnier took mass market distribution by storm. Its success turned GARNIER into a global brand.



1990
LANCÔME launched Trésor, which became the world's best-selling perfume and is still today one of the leading perfumes worldwide.



1996
Subtle and sophisticated, Acqua di Giò proved a dazzling success: today it is still the world's number 1 fragrance for men.

2009



2000
The L'Oréal Institute for Ethnic Hair and Skin Research is the first centre of its type where research is specifically dedicated to the study of ethnic skin and hair.

2004
For the first time in mass market distribution, Men Expert from L'ORÉAL PARIS offered men a range of advanced products for every kind of skin problem.



2008
With the acquisition of YSL Beauté, L'Oréal consolidated its position as the world leader in beauty.

