Global expansion: a growth strategy for the future

Global expansion is at the heart of L’Oréal’s growth strategy. The group, now present in over 130 countries, is constantly striving to raise market share and roll out its brands in new countries, in order to win over increasing numbers of consumers worldwide.
GARNIER FRUCTIS STYLE
ГАРЬБЕР ФРУКТИС СТАЙЛ
С МИКРО-ВОСКАМИ ФРУКТОВ
GARNIER
Mizani move brings success

MIZANI, the expert professional brand for African and mixed-race hair was rolled out in the United Kingdom in 2005. Its unique formulations feature natural botanical ingredients, combined with the best in L’ORÉAL technologies, specially created by the Chicago-based L’Oréal Institute for Ethnic Hair and Skin Research. With its comprehensive range of services and its original approach to hairdressers training, MIZANI highlights the beauty of African and mixed-race hair with resolutely modern looks. This unique positioning brought immediate success in the United Kingdom, establishing a strong reputation for the brand.

Whirlwind success for Hypnôse

It took Hypnôse from LANCÔME only three months to become the number one fragrance in the travel retail sector, in value terms, with its 30 ml bottle. In another size, the 50 ml bottle, Hypnôse also captured second place in the rankings.

To win over cosmopolitan customers in French airports, L’ORÉAL created an unprecedented poster campaign inside and outside Roissy-Charles de Gaulle Airport. The aim for 2006 is to make Hypnôse a top five fragrance and turn it into the brand’s new flagship product.
Innovative retail concept for Active Cosmetics

The sales performance of Active Cosmetics in Canada (+16% in 2005) reflects the success of a new retail concept: the Dermocosmetic Skincare Centre. Initially introduced in drugstores, this concept enabled the brands to achieve very high growth figures — including a +38.6% increase for LA ROCHE-POSAY — and confirmed the leadership of VICHY in dermocosmetics.

Biotherm on to a winner in China

By supporting its core products (Aquasource, Age Fitness, Hydra Detox, White Detox and Source Thérapie), strengthening its close customer relations and building up its reputation, BIOThERM has become a well-known expert skincare brand not only for women but also for men in China. 2005 was also notable for a remarkably successful partnership with Takeshi Kaneshiro, a star all over Asia and the ambassador of Biotherm Homme. In 2005, the brand’s success led to the opening of 12 new counters, complete with advice and service areas, raising the total number of BIOThERM sales counters in China to 42.
Garnier Fructis Shampoo and Conditioner and Garnier Fructis Style continued with unrelenting growth in the United States in 2005. Thanks to a strong product portfolio, exciting marketing programs, eye-catching displays and advertising which attracted American youth, the “Big Green Machine” gained market shares. Garnier Fructis has become a top player and a true force to be reckoned with in the hair care and styling categories in just three years.

BRAZIL

Elsève: effective cosmetics win over Brazilian consumers

Barely six months after its launch in April 2005, Elsève Anti-Dandruff became number one in its segment. Its success reflects the range’s innovative technology, which ensures outstanding anti-dandruff efficacy and high cosmetic appeal. The product has won over Brazilian consumers, eager for an effective solution that also enhances the beauty of their hair.

UNITED STATES

Garnier Fructis: a winning bet

Garnier Fructis Shampoo and Conditioner and Garnier Fructis Style continued with unrelenting growth in the United States in 2005. Thanks to a strong product portfolio, exciting marketing programs, eye-catching displays and advertising which attracted American youth, the “Big Green Machine” gained market shares. Garnier Fructis has become a top player and a true force to be reckoned with in the hair care and styling categories in just three years.
Vichy: already 1,300 points of sale

The roll-out of Vichy throughout China gathered speed in 2005. The brand is now on sale in the 90 largest cities in the country, where it has a high profile in pharmacies, at major skin diagnostic shows and in powerful and educational media communication. In May, Vichy took a major step forward with the opening in Wuhan of its 1000th pharmacy, and it ended the year with more than 1,300 points of sale. Asia was also the centre of media interest in September when Vichy opened its first boutique in Hong Kong.

Shu Uemura conquers the west coast

The opening of the new Shu Uemura boutique in San Francisco in May 2005 was one of last spring’s key events for west coast consumers. This new boutique not only allows Shu Uemura to achieve high double digit sales growth in the United States but also accelerates the development of a Japanese brand throughout the world through the implementation of a very modern and unique expression of Shu Uemura as the trendy “make up artist” brand.
Hypnôse mascara captivates fashion shoppers

Never before has a mascara achieved such spectacular and rapid success immediately on its launch in the Middle East. Its stunning volume effect, the quality of its formulation and its ease of application have made Hypnôse a must for the elegant women of the Gulf, who are eager and expert users of eye make-up. The contribution made by Hypnôse in increasing the brand’s appeal has been outstanding, enabling LANÇÔME to further increase its market leadership in this region of the world.

Matrix, partnering thousands of hairdressers

MATRIX made a genuine breakthrough in India in 2005. In a country where hair colouring is a longstanding tradition both for women and men, MATRIX has conquered the small hair salon sector where few, if any, professional products were used in the past. Thanks to its offer of services combined with a specially adapted range of hair colourants, MATRIX became the partner to nearly 5,000 hair salons in less than one year. The brand’s efforts have so far been focussed on three major cities: Mumbai, Delhi and Kalcata, but the offensive will be extended from 2006 onwards.
In March 2003, when the Spanish nutricosmetics market was still largely undeveloped, the launch of the INNÉOV brand proved a resounding commercial success. By the end of 2005, INNÉOV had become one of the leading nutricosmetics brands. This achievement was made possible by a powerful campaign to educate consumers — through the press, dermatologists and pharmacists — to build up the product’s credibility. The aim is now to strengthen penetration and the outlook is promising, as in Spain nutricosmetics represent only 8% of the dermocosmetics market, compared with 19% in France.

Maybelline is number one in the mass-market

In Mexico, MAYBELLINE is now the number one mass-market brand in both volume and value terms. The brand was relaunched with a broadening of distribution channels, successful launches for XXL and Dream Matte Mousse, robust performances from flagship products Water Shine Liquid Diamonds, Super Natural and Wonder Finish, and the introduction of the new Urban Connection in-store merchandising.

The initial results of the latest Hydra Extreme launch helped the brand become number one in mass-market lipstick. XXL also confirmed its position as number one in mascaras: 1 mascara out of every 3 sold in mass-market retail outlets is a Maybelline product! The secret behind the success story? Launching products that feature genuine technological advances and are also affordably priced.