L’Oreal Consumer Products

+2.5%* like-for-like

*2018 sales growth
L’Oreal Consumer Products

Sell-out Acceleration in Q4*

*L’Oreal internal estimates - Sell-out in value
OUTPERFORMING IN THE NEW MARKETS

OILY, STICKY HAIR? DISCOVER THE POWER OF CLAY.

L'ORÉAL PARIS
L’ORÉAL
Consumer Products

ASIA PACIFIC
+12.6%*

*2018 like-for-like sales growth
L'ORÉAL
Consumer Products

CHINA  
+15.7%*

INDIA  
+19.6%*

PHILIPPINES  
+23.0%*
L’Oréal Consumer Products

EASTERN EUROPE
+7.7%*

ASIA PACIFIC
+12.6%*

*2018 like-for-like sales growth
L'ORÉAL
Consumer Products

EASTERN EUROPE
+7.7%*

AFRICA
+11.7%*

ASIA PACIFIC
+12.6%*

*2018 like-for-like sales growth
UNITED STATES

MARKET SHARE GAINS IN MAKEUP, HAIR CARE AND HAIR COLOR*

*Source: Nielsen retail panel
FACE CARE ACCELERATION

DOUBLE DIGIT GROWTH*

*2018 like-for-like sales growth
FACE CARE ACCELERATION

DOUBLE DIGIT GROWTH*

*2018 like-for-like sales growth
OUTPERFORMING IN MAKEUP*

* Source: Nielsen retail panel
E-COMMERCE

+38%*

*2018 like-for-like sales growth. Sales achieved on our brands' own websites + pure players & estimated sales achieved by our brand corresponding to sales through our retailers' websites (non-audited data).
2019

4 Engines

to accelerate
the growth of the division
No. 1

THE POWER OF INNOVATION
CONSTANTLY REINVENTING OUR CORE

L’ORÉAL PARIS

REVITALIFT
LONG HAIR GOALS?
SAVE YOUR LAST 3 CMS.

L'ORÉAL PARIS
FORMULA WITH
VEGETAL KERATIN + CASTOR OIL

NEW
ELSEVE
Dream length

ELSEVE
Restoring Shampoo
NO HAIRCUT CREAM

NEW ELSEVE
Dream length
JOIN THE CLUB
TAME YOUR BEARD

NEW
BARBER CLUB
LONG BEARD & SKIN OIL

- Powered by cedarwood essential oil
- Tame and condition your beard
- Nourish and soothes skin underneath
- A best-in-class beard all day

L'ORÉAL
MEN EXPERT

MASTER YOUR STYLE
BECAUSE YOU'RE WORTH IT.
N°2

MARKETING 3.0
MORE THAN 4 BILLION IMPRESSIONS
E-COMMERCE ACCELERATION
E-COMMERCE ACCELERATION

OUTPERFORMING IN CHINA*

E-COMMERCE ACCELERATION

STRONG GROWTH IN THE US*

*2018 like-for-like sales growth. Sales achieved on our brands' own websites + pure players & estimated sales achieved by our brand corresponding to sales through our retailers' websites (non-audited data).
E-COMMERCE ACCELERATION

INDIA, INDONESIA, RUSSIA, UK*

*2018 Like-for-like sales growth. Sales achieved on our brands’ own websites + pure players & estimated sales achieved by our brand corresponding to sales through our retailers’ websites (non-audited data)
... le drugstore parisien
Nº4

SEIZE WHAT'S STARTING
LOGONA
von Natur aus schön –
von der Kopfhaut bis in die Spitzen

SANTE
Naturkosmetik ohne Kompromisse
LE NOUVEAU VISAGE DU BIO

LE POUVOIR ANTI-ÂGE DE L'HUILE D'OLIVE BIO,
SOURCE DE JOUVENCE POUR LA PEAU.
4 ENGINES

- INNOVATION
- MARKETING 3.0
- E-COMMERCE ACCELERATION
- SCALING NEW TRENDS
DISCLAIMER

“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.”