



L'ORÉAL

2018 ANNUAL RESULTS

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L'ORÉAL ACTIVE COSMETICS

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BRIGITTE LIBERMAN

8 FEBRUARY 2019



# 2018

A TURNING  
POINT

+11.9%

Strongest  
growth  
since 2006

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Dynamic  
dermo-cosmetic  
market

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+6%

X2  
the market

Global  
leadership

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2018

A NEW DIMENSION

# Top performing countries

US  
**+21%**

Russia  
**+18%**

China  
**+27%**

Brazil  
**+12%**



# Top contributors to growth

North America | **30%**



# Top contributors to growth

Asia | 25%

# Top contributors to growth

Western  
Europe | **16%**



# GROWTH OF ALL OUR SKINCARE BRANDS





# #1

## Dermatologists recommended skincare brand in the USA



Source: Quintiles/IMS using Provoice Survey fielded 12 months ending Q4 2018.



CeraVe®  
DEVELOPED WITH DERMATOLOGISTS

Launched  
in more than **30** countries



LA ROCHE-POSAY  
LABORATOIRE DERMATOLOGIQUE

Double-digit  
growth

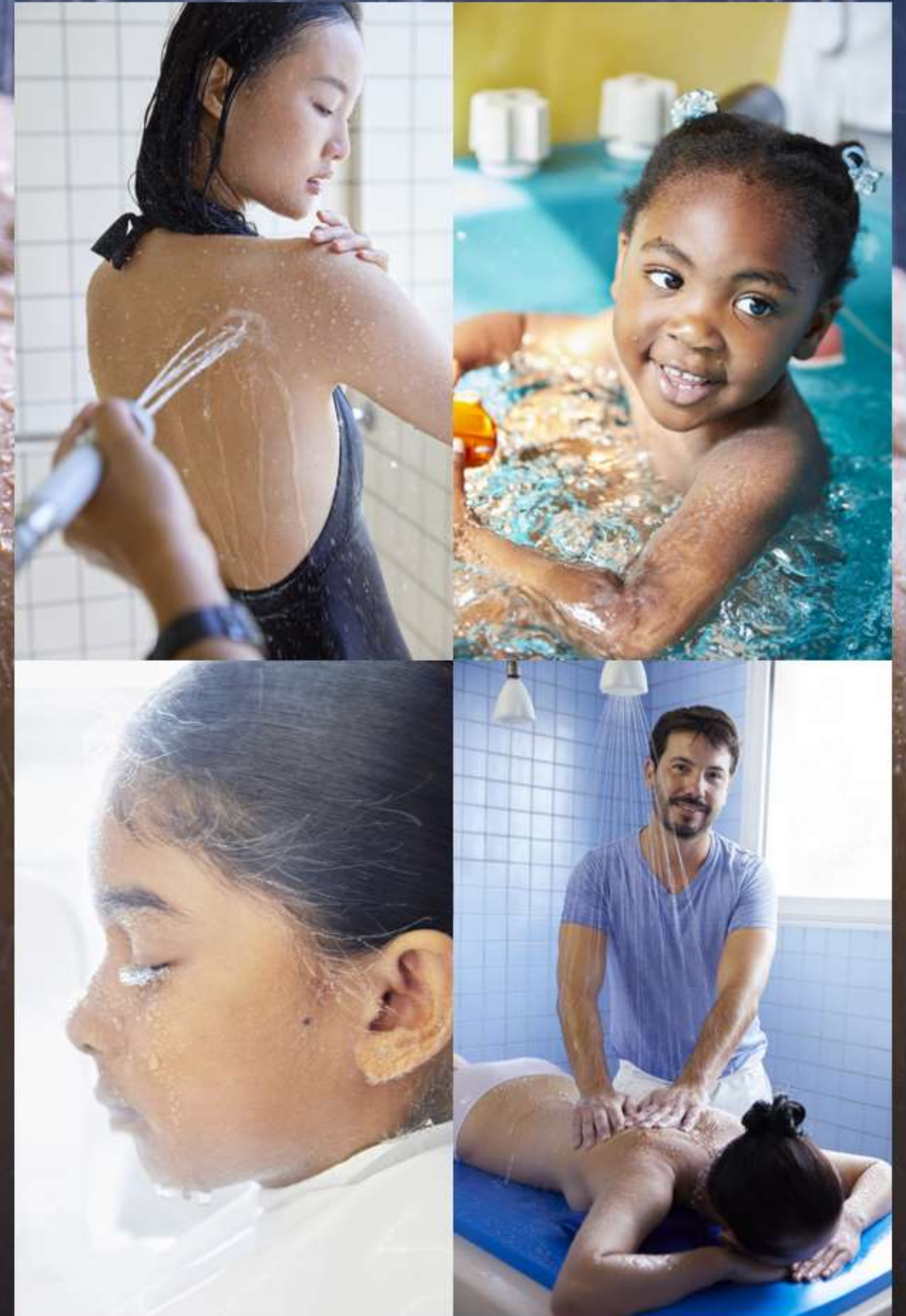
#1

Dermo-cosmetic  
brand



LA ROCHE-POSAY  
LABORATOIRE DERMATOLOGIQUE

# Acquisition of the La Roche-Posay Thermal Center



  
LA ROCHE-POSAY  
LABORATOIRE PHARMACEUTIQUE

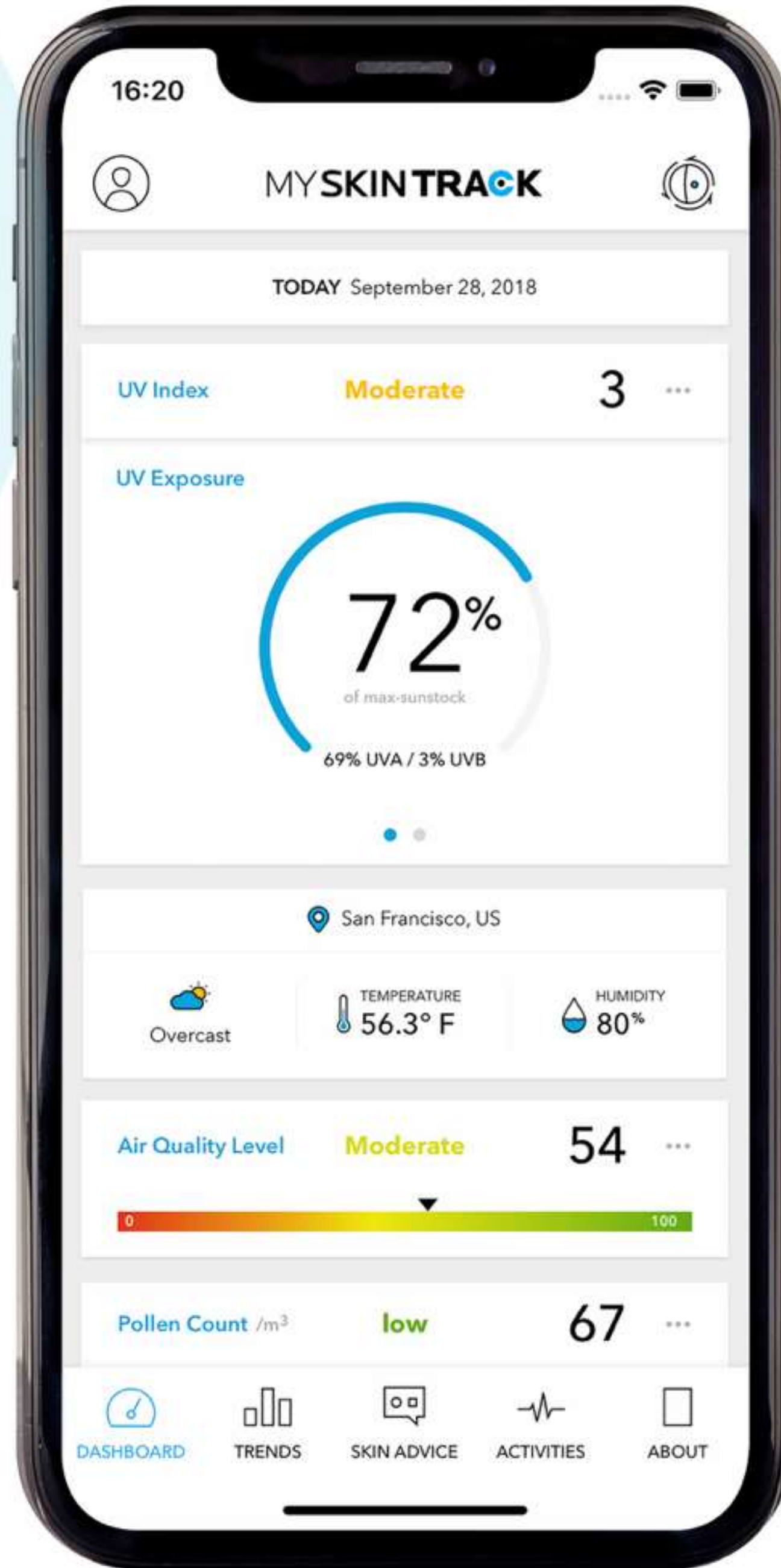
The new  
anti-aging  
correction  
for sensitive skin





LA ROCHE-POSAY  
LABORATOIRE PHARMACEUTIQUE

# My Skin Track UV



 SKINCEUTICALS®

+33%

#1

US medical  
aesthetic skincare  
brand worldwide



Source: Euromonitor international Limited; Medical Aesthetic Skin Care; brands included only if founded in the USA; research conducted in February and March 2018



 SKINCEUTICALS®

Outstanding  
results in the  
USA & CHINA

 SKINCEUTICALS  
ADVANCED PROFESSIONAL SKINCARE

Custom  
D.O.S.E

Personalized serum





# VICHY

L A B O R A T O I R E S

## MINÉRAL 89

HYDRATES-PLUMPS-FORTIFIES



89% MINERALIZING WATER  
+  
HYALURONIC ACID

### YOUR SKIN'S DAILY DOSE OF STRENGTH



# VICHY

LABORATOIRES

## LIFTACTIV

### COLLAGEN SPECIALIST

**CORRECT THE SIGNS  
OF COLLAGEN LOSS ON SKIN**

**PROVEN AND VISIBLE EFFICACY:**

Immediately: Tonicity +52%\*

At 4 weeks: Wrinkles -16%\*\*

At 8 weeks: Sagginess and Pigmentation significantly decreased

Skin lives stronger.

#### HIGH-GRADE ACTIVES

VICHY MINERALIZING WATER

ANTI-AGEING PEPTIDES

ANTI-PIGMENTATION VITAMIN C





**SANOFLORE**  
LABORATOIRE BIO



**Aqua  
hypnotica**

Essence botanique  
défatigante yeux & cils

Care & éclaire le regard  
Attise les poches & sublime les cils

HAUTE CONCENTRATION  
EN HYDRAT DE BLEUET  
CENTAUREA BIO DU VERCORS  
ESSENCE D'ORIGINE NATURELLE

TESTÉ SOUS CONTRÔLE  
OPHTHALMOLOGIQUE



Sublimez votre regard

**Aqua  
hypnotica**

Essence botanique défatigante yeux et cils  
Au Bleuet Centaurea Bio du Vercors

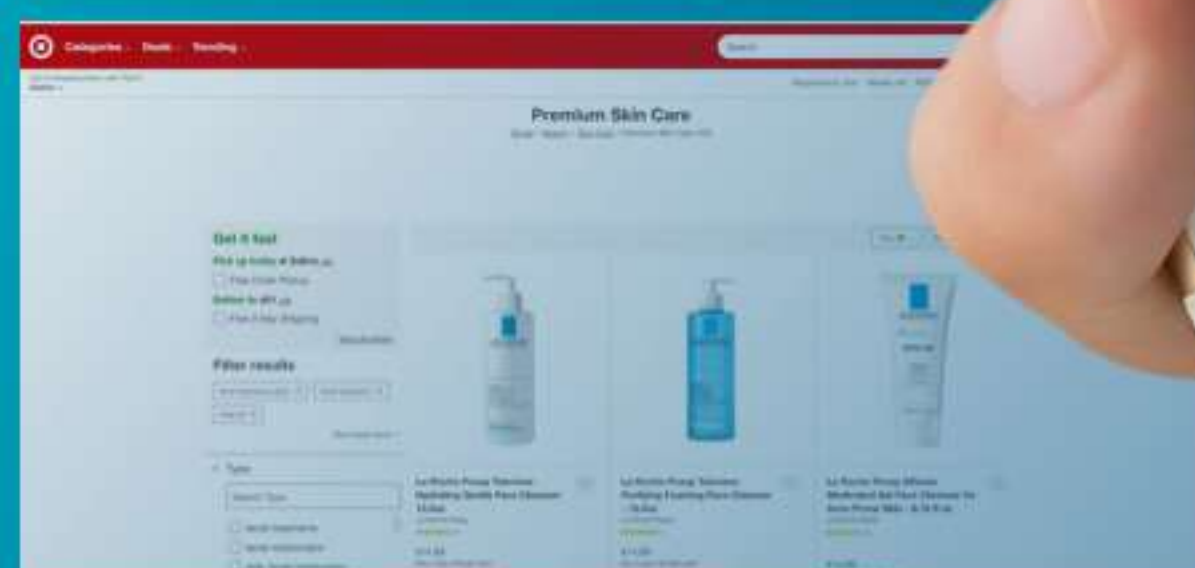
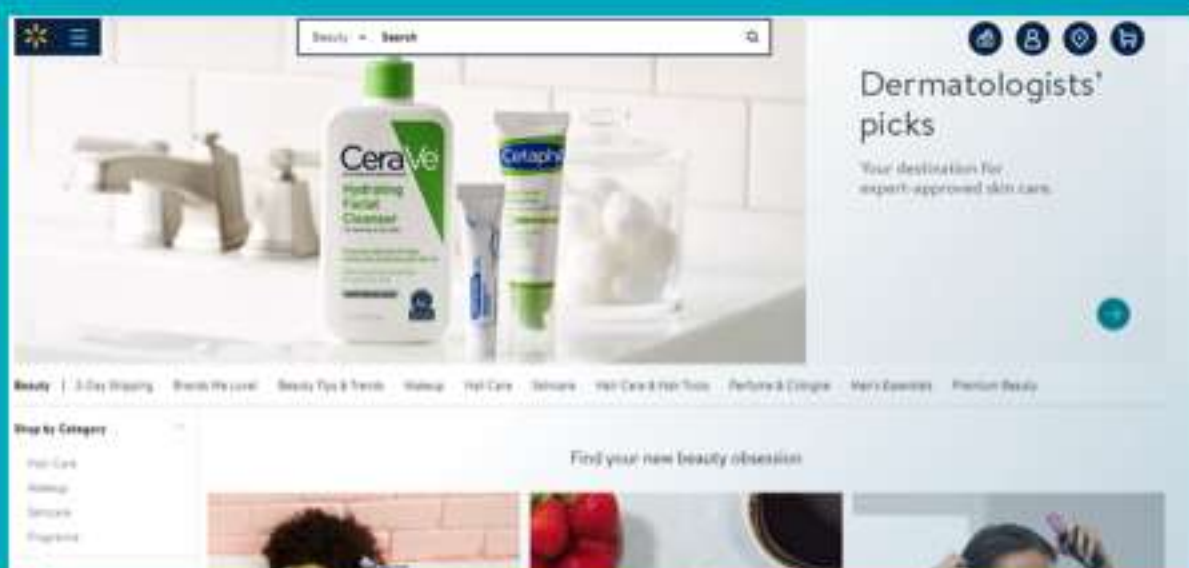
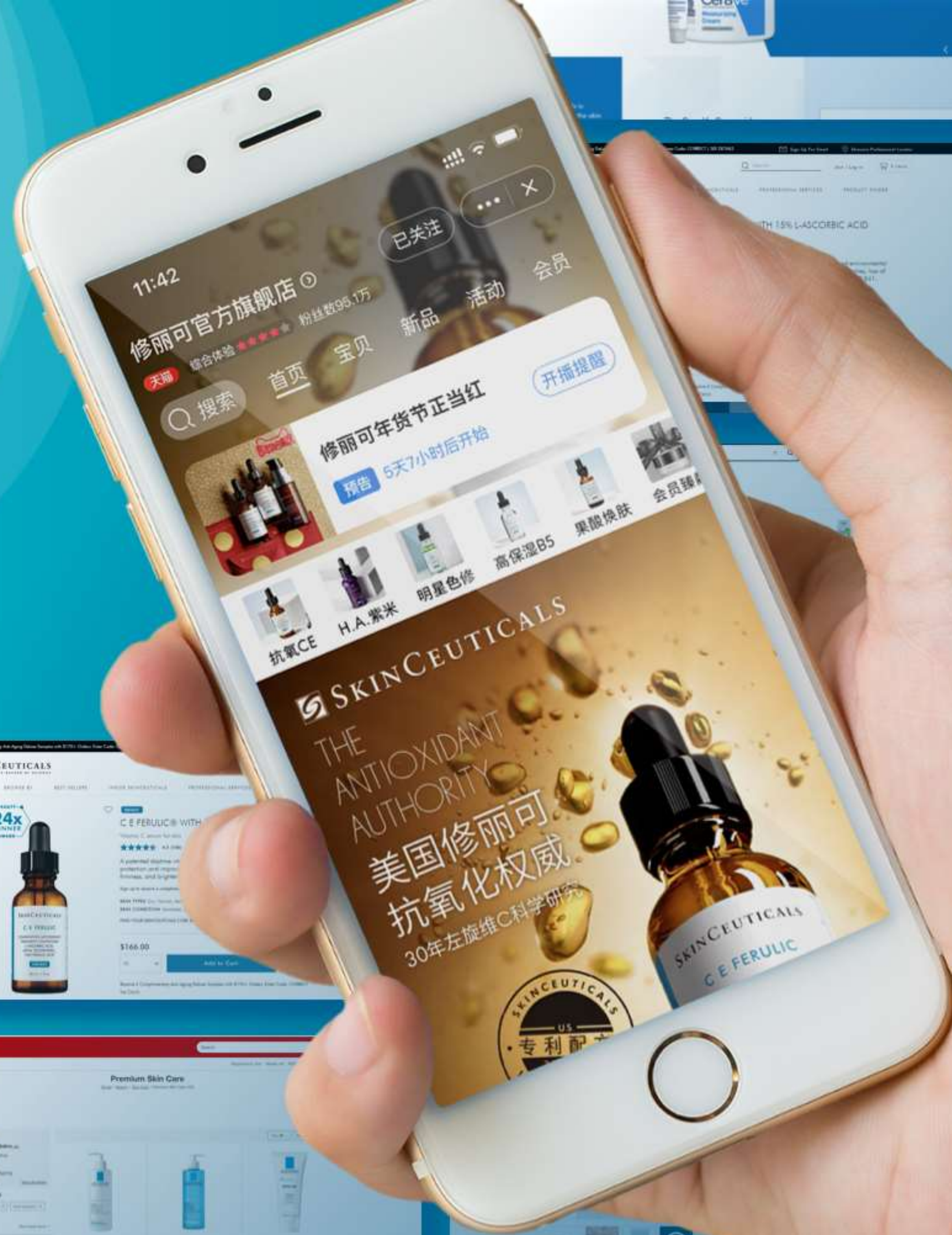
The background is a complex digital collage of various futuristic and technological elements. It includes icons for 5G, AI, 4K, and NEWS, as well as abstract data visualizations, network maps, and glowing blue and purple light effects. The overall aesthetic is high-tech and digital.

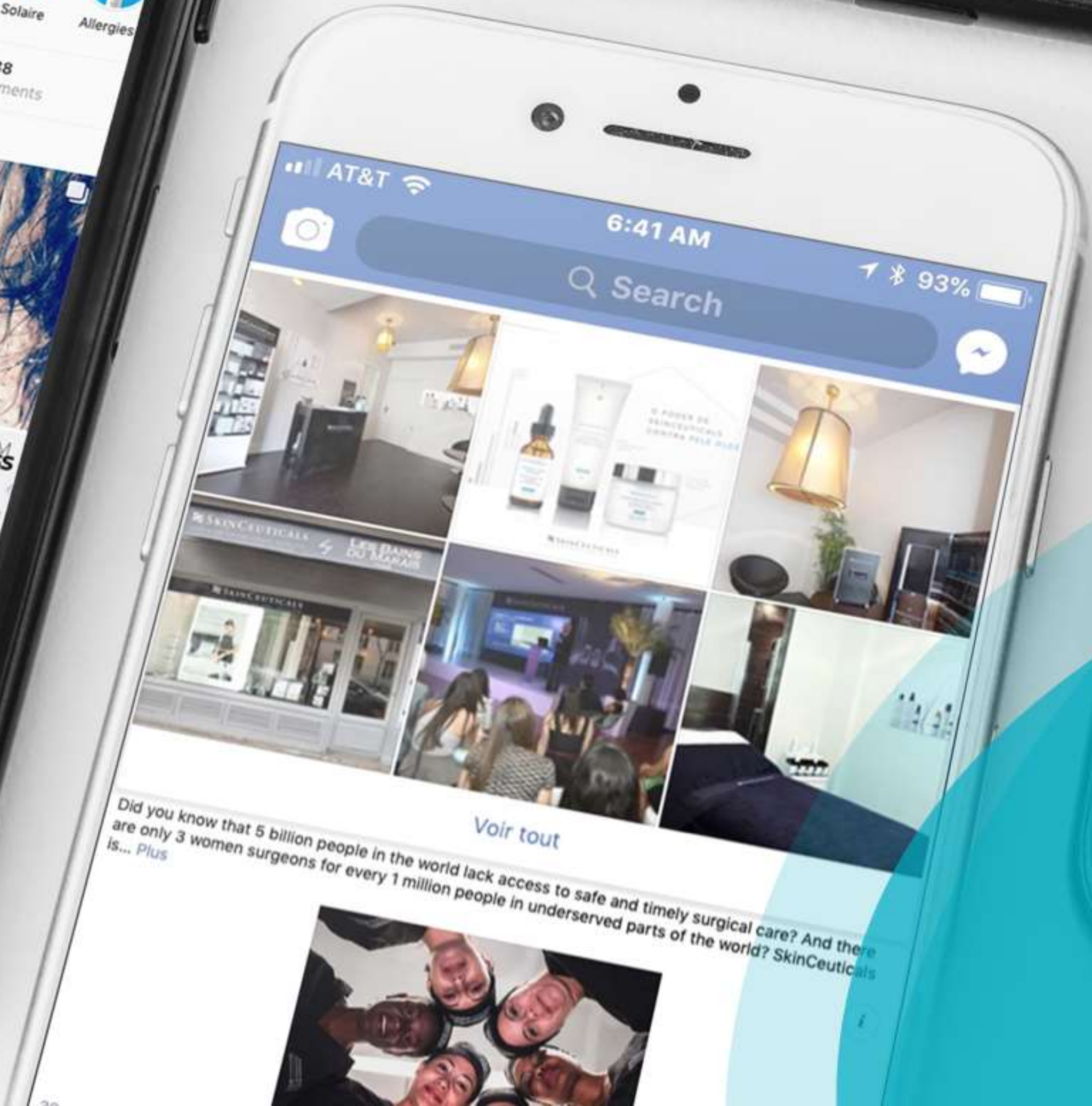
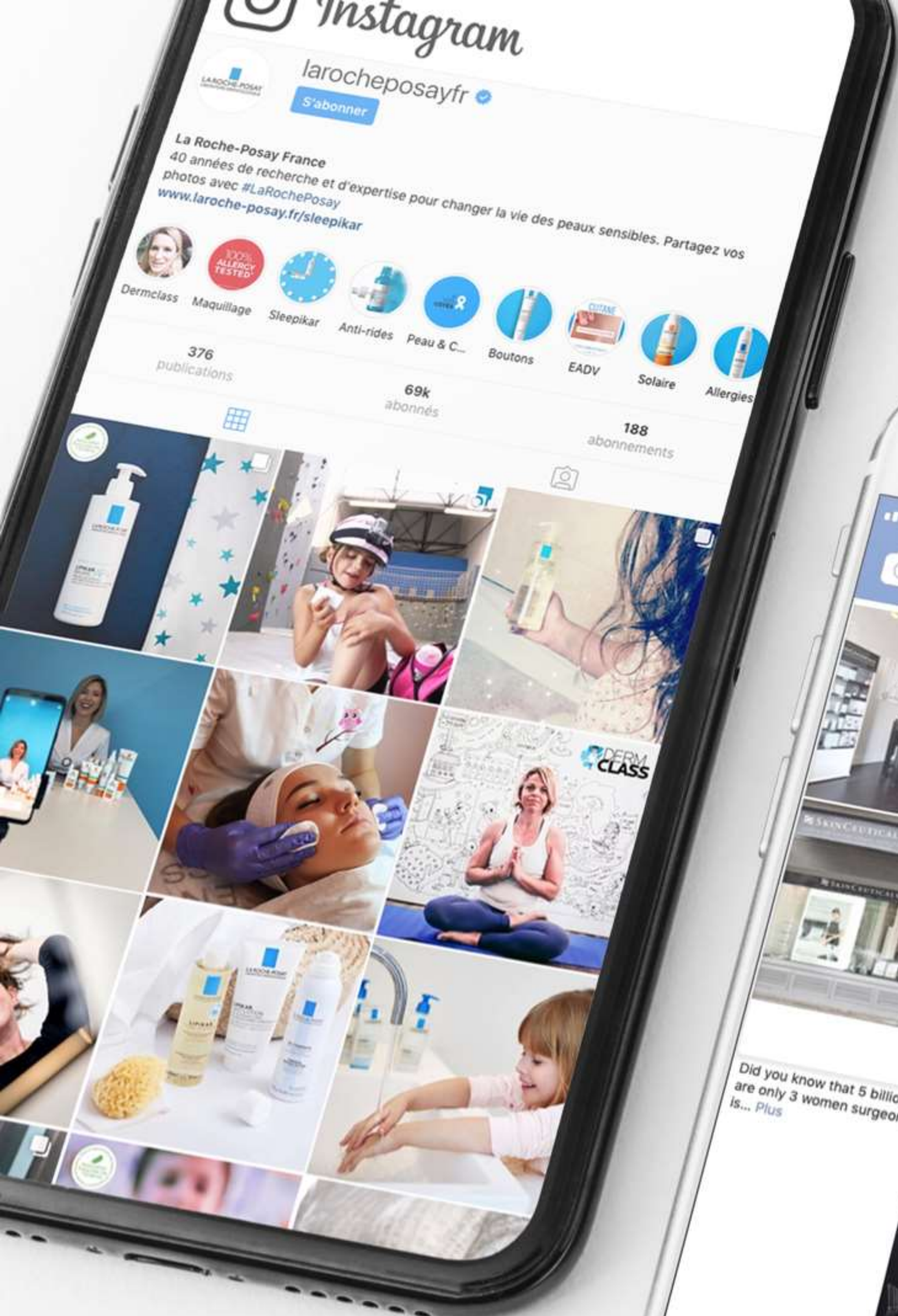
# DIGITAL TO THE NEXT LEVEL



e-commerce

>13%  
of sales

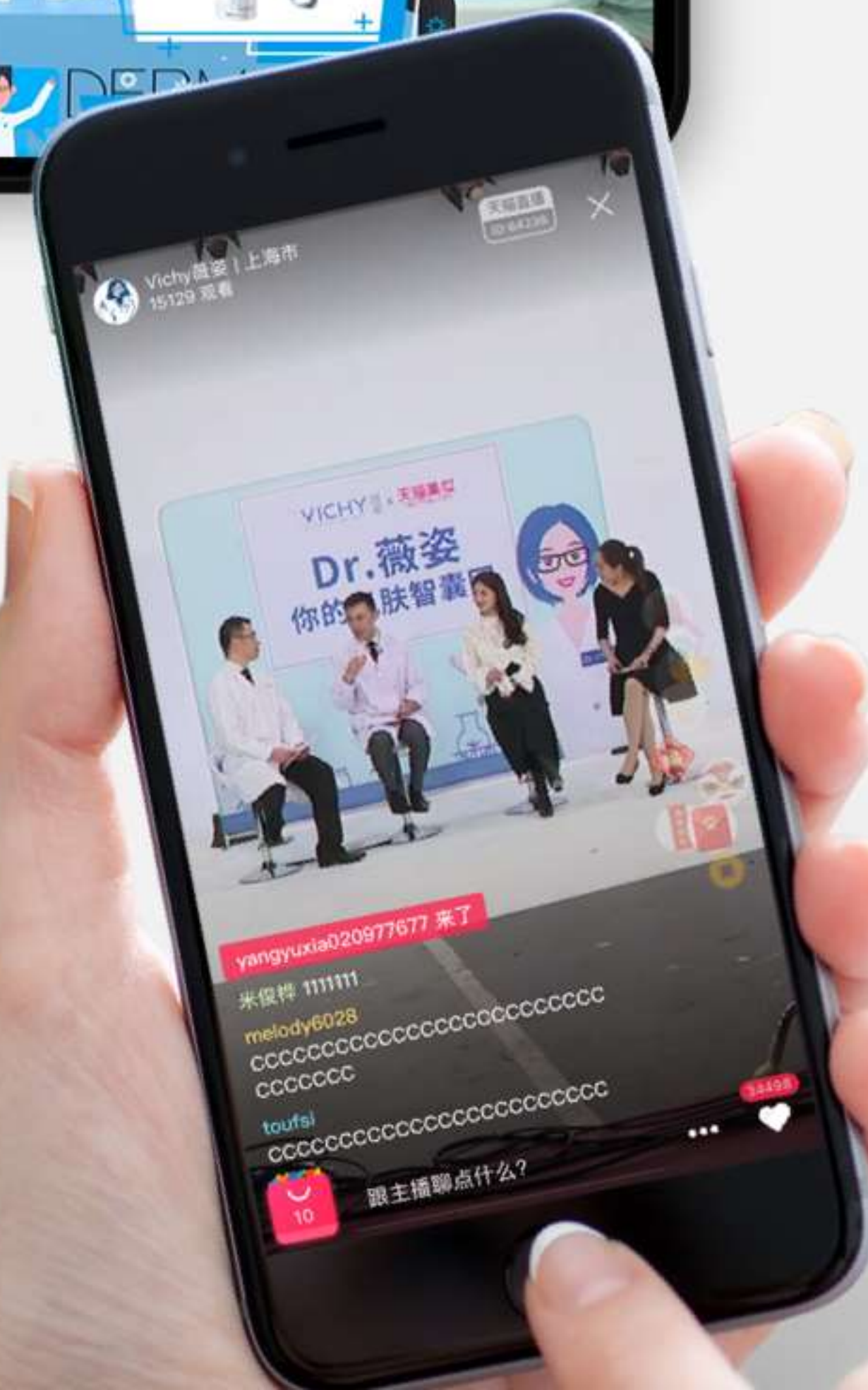






>40M  
consumers

Source: Taobao actual figures



# EXPANSION OF OUR MEDICAL FOOTPRINT





> 115,000  
doctors

# Platforms dedicated to physicians

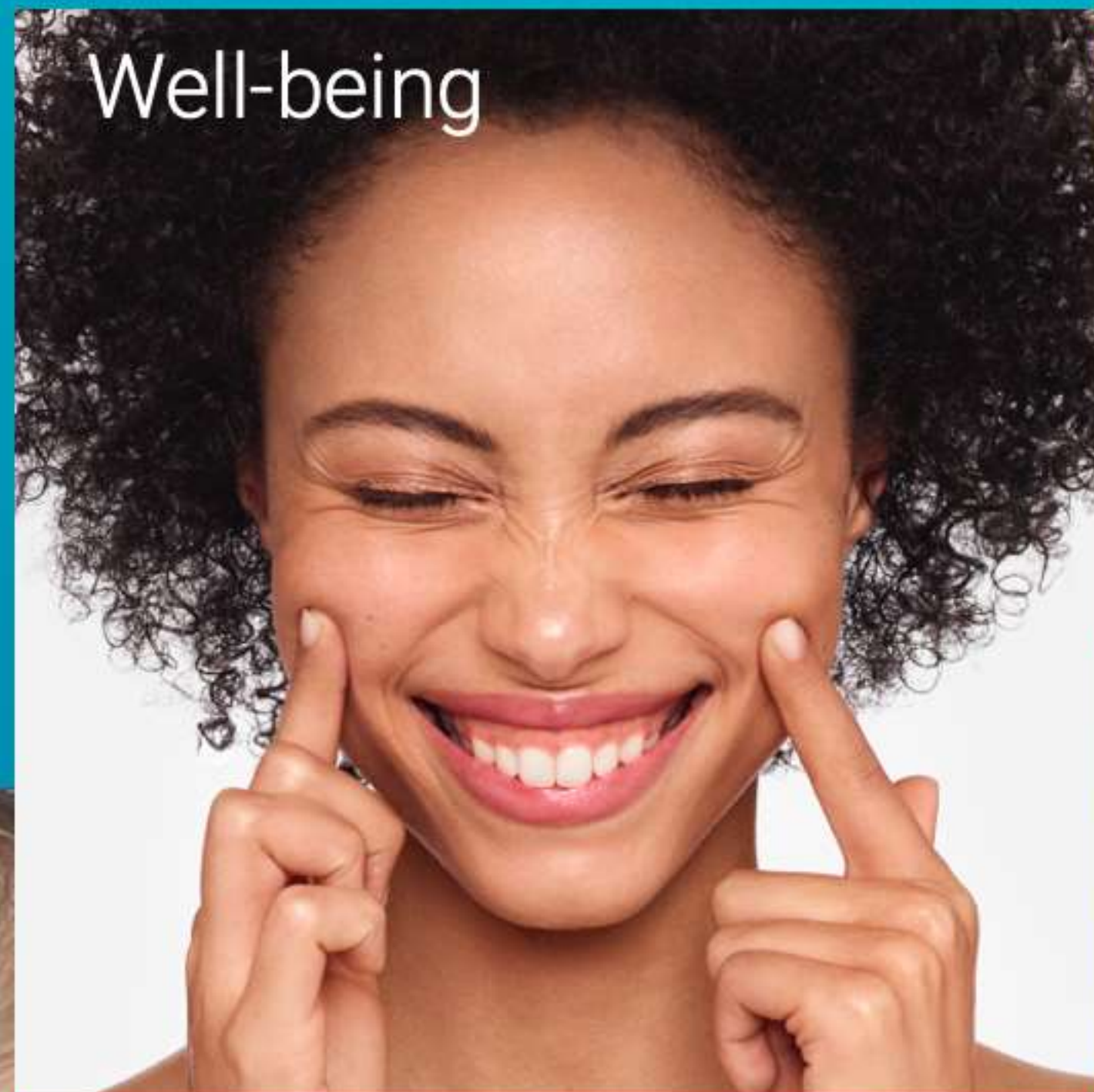


2019  
A VERY  
PROMISING  
YEAR





Health



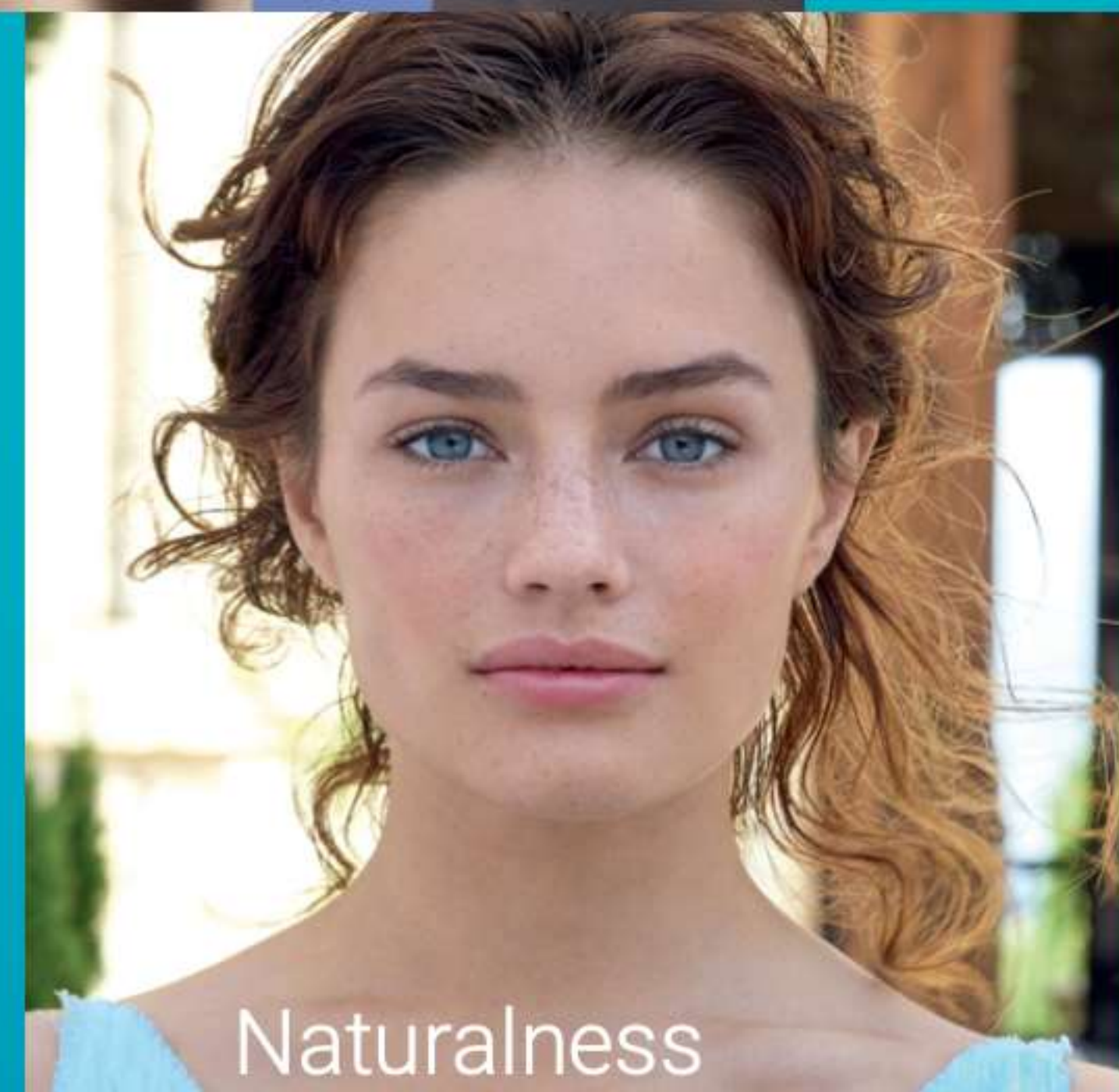
Well-being



Performance



Safety



Naturalness

L'ORÉAL  
Active Cosmetics





# L'ORÉAL

Active Cosmetics

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