2022 ANNUAL RESULTS

L’Oreal Professional Products

Omar HAJERI
2022 EXCEPTIONAL PERFORMANCE
L'ORÉAL
Professional Products

€4.5 BILLION TURNOVER
FULL YEAR 2022

L’ORÉAL Professional Products

+10.1%*

MARKET

≈ +5%**

*2022 % change, like-for-like
**L’Oréal estimates, % change at constant currencies
2022 vs 2019
Like-for-like change

L’ORÉAL
Professional Products

+29%
OUTPERFORMED IN ALL ZONES
FULL YEAR 2022

NORTH AMERICA: +7%

EUROPE: +7%

NORTH ASIA: +24%

LATIN AMERICA: +12%

SAPMENA-SSA: +26%

*Like-for-like vs 2021
China +32%*

*Like-for-like vs 2021

Chengdu, China
Like-for-like vs 2021

Mohali, India
OUTPERFORMED IN OUR TWO KEY CATEGORIES
POWERFUL BRAND PORTFOLIO

- shu uemura art of hair
- Kérastase PARIS
- PUREOLOGY PROFESSIONAL COLOR CARE
- L'Oréal Professionnel PARIS
- REDKEN 5TH AVENUE NYC
- MIZANI TEXTURE. LOVE. SINCE 1991
- PULPRIOT
- matrix
- BIOLAGE PROFESSIONAL
L'ORÉAL Professional Products

HAIRCARE

+16.5%*

2022 vs 2021

*2022 % change, like-for-like
PREMIUM
HAIRCARE
HAIRCARE

KÉRASTASE
PARIS

+16%*

2022 vs 2021

*2022 % change, like-for-like
HAIRCARE

L’ORÉAL PROFESSIONNEL
PARIS

+27%*

2022 vs 2021

*2022 % change, like-for-like
HAIR COLOR

L’ORÉAL
Professional Products

+5.3%*

2022 vs 2021

*2022 % change, like-for-like
OUR WINNING STRATEGY
A reinvented relationship with consumers
TRULY
OMNICHANNEL
STRONG SALON FOOTPRINT
ACCELERATING IN E-COMMERCE
Innovación Metal Detox

97% menos rotura. Color más duradero, x2 más brillo.

Evita la rotura del cabello y mantén tu color perfecto.
E-Commerce* & Specialty Retail

30% of our total turnover

"E-commerce: Sales achieved on our brands' own websites and estimated sales achieved by our brands corresponding to sales through our retailers' ecommerce websites (non-audited data)
INVESTMENTS IN MEDIA
REINVENTED RELATIONSHIP WITH HAIRSTYLISTS
RISE OF INDEPENDENT STYLISTS
THE MOST POWERFUL DATA-DRIVEN DIGITAL ECOSYSTEM
2.5 MILLION HAIRSTYLISTS*
NEW SHADES EQ BONDER INSIDE CHAMPAGNE BLONDE WITH A KISS OF ROSE

SHOP NOW

YOUR FAVOURITE BRANDS IN HAIRCARE AND HAIRCOLOR, NOW AVAILABLE ONLINE.

IT'S A MATCH

Shop Now
Welcome back
You are about to become an expert.

REDKEN
Smoothing secrets
Hair care education forum

FOCUS ON WHAT MATTERS
Explore by categories

L'Oréal
ACCESS

REACH OUT TO US
It's new. It's just for you

WISH YOU
Share your experience on ACCESS and help us create your next learning experience

Moving curls
Harmonic Majirel

Opening Shakras
harmonie Masterclass

Opening Shakras
harmonie Masterclass

Take the survey

[Images of hair products and professionals]
REACH CONSUMERS & STYLISTS AT SCALE
INNOVATION IN
HAIRCARE
INNOVATION IN
HAIR COLOR
INNOVATION IN BEAUTY TECH
INNOVATION IN SUSTAINABILITY
ACCELERATION IN OUR GROWTH MARKETS

Guangzhou, China
READY FOR THE FUTURE

READY FOR GROWTH
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