



2024

ANNUAL RESULTS

7 FEBRUARY 2025

L'ORÉAL

Dermatological Beauty

Myriam COHEN-WELGRYN
President Dermatological Beauty



7.0B€

2024 sales

+9.8%

Like-for-like growth



Profit

26.1%

+10bps⁽¹⁾ vs year ago

⁽¹⁾bps: basis points.

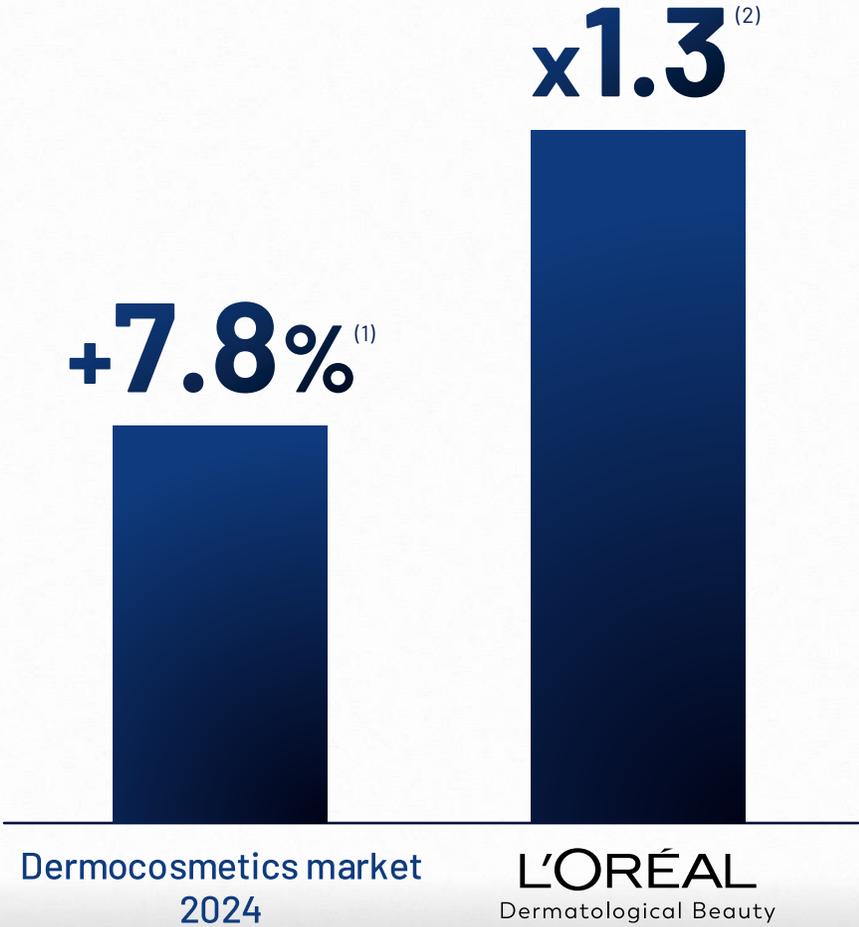


2024

a year of 2 halves



LDB overperformed the market



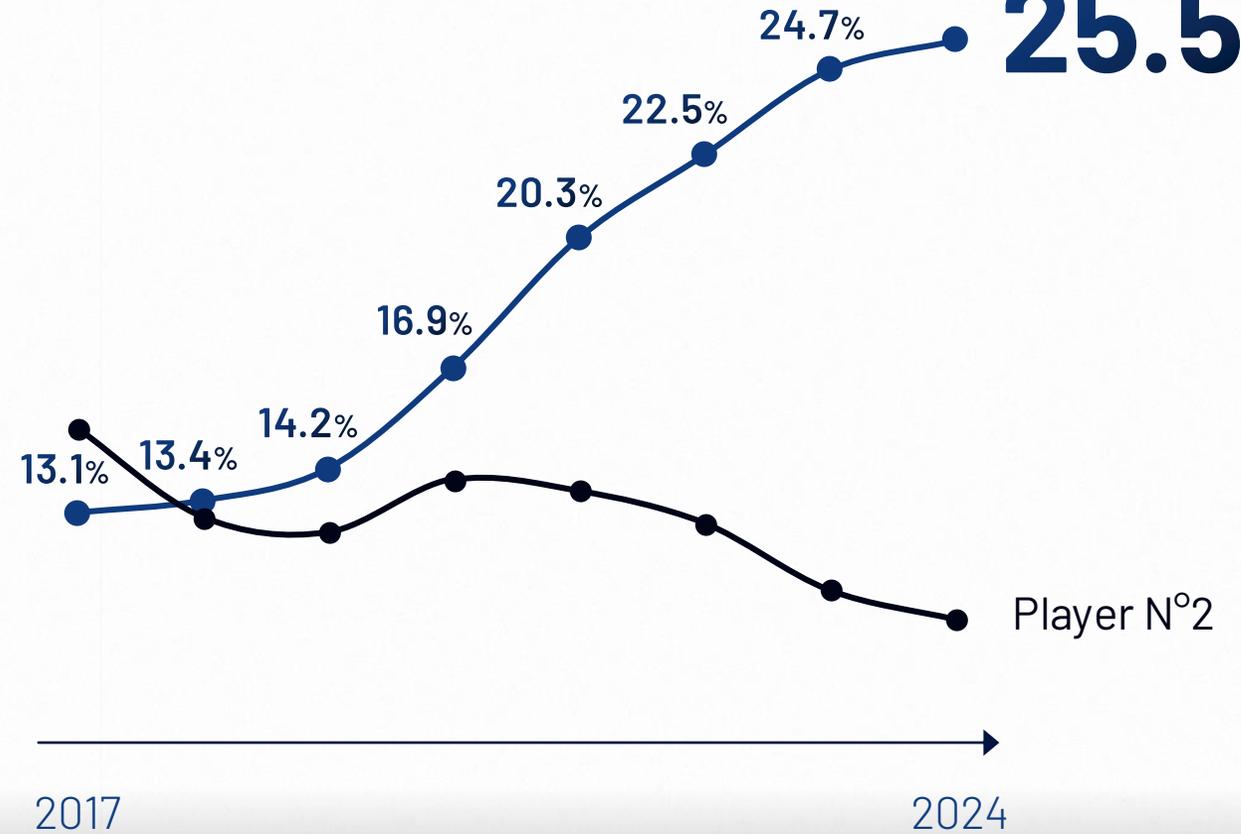
⁽¹⁾L'Oréal beauty market estimates FY2024 based on manufacturer's net prices, excluding soap, toothpastes, razors and blades. Excluding currency effects. ⁽²⁾2024 like-for-like sales growth versus market evolution.



We consolidated our leadership

L'ORÉAL
Dermatological Beauty

25.5%





4 key
success
factors



01

The strength of our brands



2 of our brands in the top 5

Global skincare ranking all channels





LA ROCHE POSAY
LABORATOIRE DERMATOLOGIQUE

2.9B€⁽¹⁾

+13.1%⁽²⁾

Biggest
brand innovation

 **MELASYL**™
MULTI-PATENTED



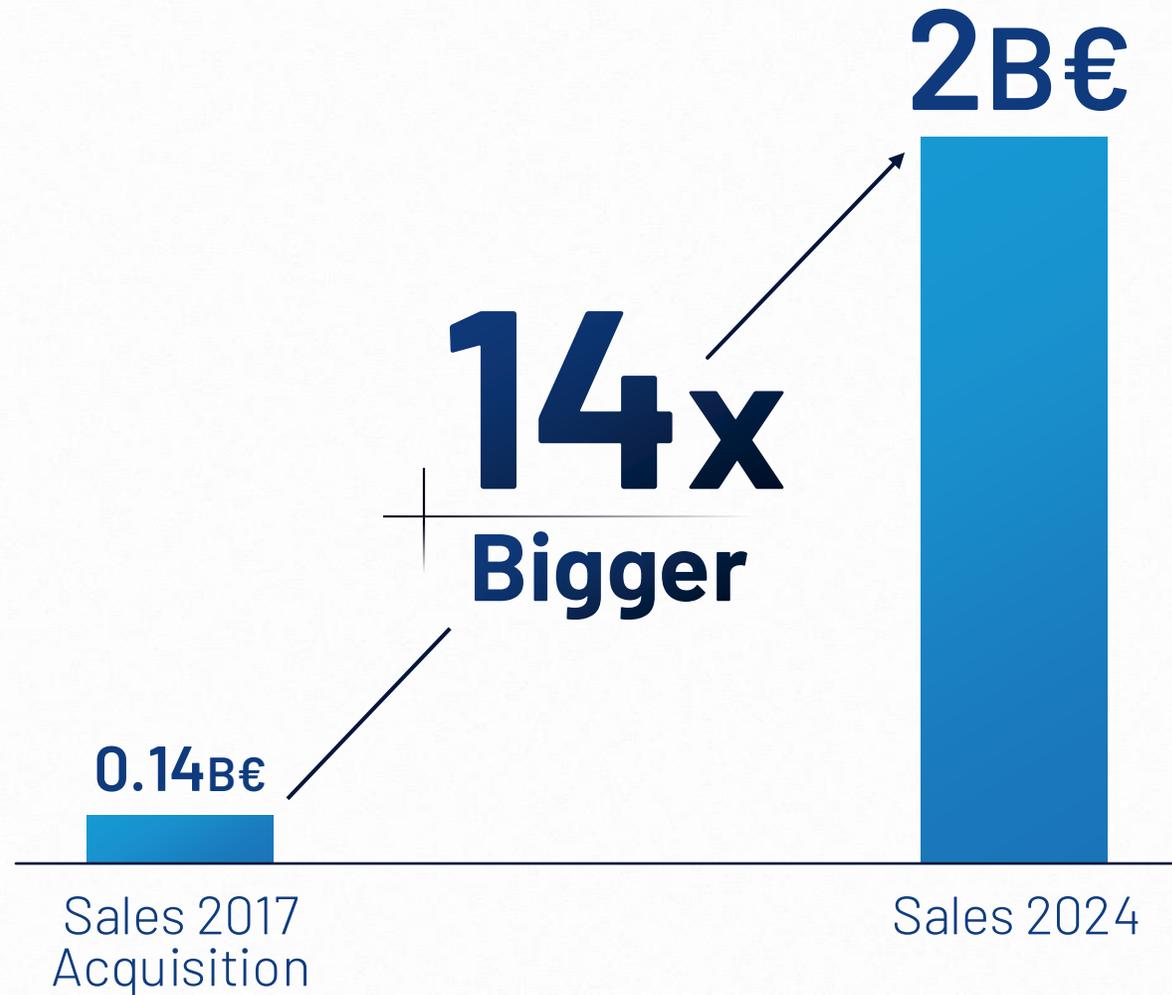
LA ROCHE-POSAY
LABORATOIRE DERMATOLOGIQUE

MELA B3
SÉRUM

CONCENTRÉ INTENSIF
ANTI-TACHES ANTI-RÉCIDIVE
INTENSIVE ANTI-DARK SPOTS
CONCENTRATE ANTI-RECURRENCE

 MELASYL™

10% NIACINAMIDE / VITAMINE B3
AVEC DE L'EAU THERMALE
DE LA ROCHE-POSAY



2nd biggest share winner

CeraVe
DEVELOPED WITH DERMATOLOGISTS



N°1
+0.8pt



N°2
+0.4pt

N°1

Consolidated position in total skincare across all channels



CeraVe
DEVELOPED WITH DERMATOLOGISTS

International
=50% of CeraVe sales



+11.5%





SKINCEUTICALS
P-TIOX
WRINKLE-MODULATING
PEPTIDE SERUM
IMPROVES THE LOOK OF
CONTRACTION LINES,
TEXTURE AND RADIANCE
CORRECT

 SKINCEUTICALS

The best ever
brand innovation



02

Medical leadership

310 000
Doctors⁽¹⁾

⁽¹⁾ Medical dashboard.

Most prescribed brands by dermatologist



#2
VICHY
LABORATOIRES



#4
CeraVe
DEVELOPED WITH DERMATOLOGISTS



#1
LA ROCHE-POSAY
LABORATOIRE DERMATOLOGIQUE



Medical aesthetic leadership



N°1 worldwide



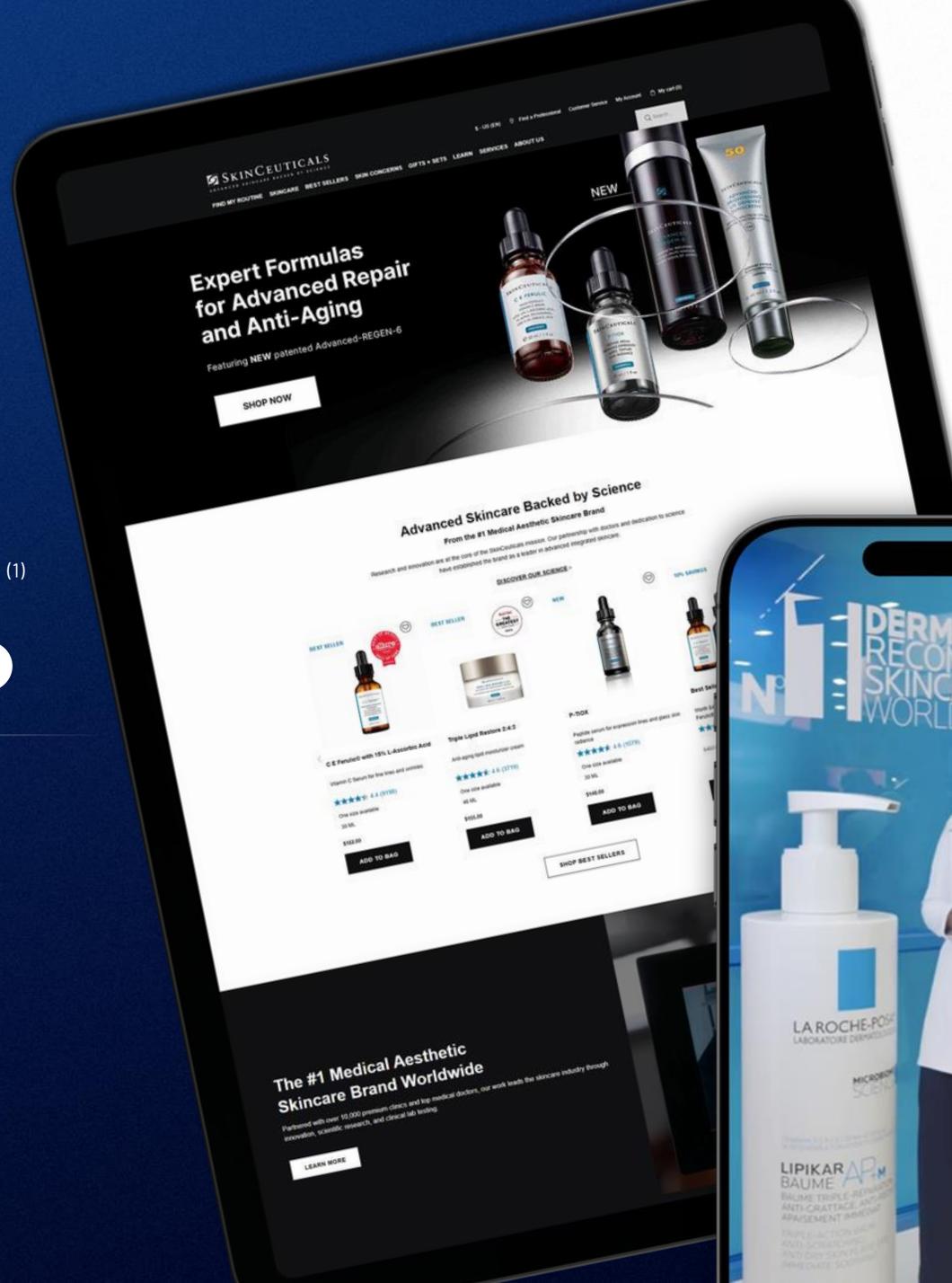
N°3 worldwide



03

Digital leadership

E-commerce
+23%⁽¹⁾



N°1⁽²⁾
in Medical advocacy

⁽¹⁾ Like-for-like sales growth.

⁽²⁾ Measurement influencer Marketing / Trackr, Domo.



VICHY
LABORATOIRES

SCALP
CONSULT PRO



04

International expansion



Mature markets

+9%

Emerging markets

+12%

Mainland China
+14%⁽¹⁾

Flat market⁽²⁾



⁽¹⁾ 2024 like-for-like sales growth.

⁽²⁾ L'Oréal beauty market estimates FY2024 based on manufacturer's net prices, excluding soap, toothpastes, razors and blades. Excluding currency effects.

North America
+7%⁽¹⁾

Outperforming
the market⁽²⁾



LA ROCHE POSAY
LABORATOIRE DERMATOLOGIQUE

N°1⁽³⁾
Contributor
to market growth

⁽¹⁾2024 like-for-like sales growth.

⁽²⁾L'Oréal beauty market estimates FY 2024 based on manufacturer's net prices, excluding soap, toothpastes, razors and blades. Excluding currency effects.

⁽³⁾Internal omnichannel dermo market estimation, in sell out, in value, combining all available retail panels (YTD 2024 ending november).

Europe
+10%



Sub Saharan
Africa
+49%



India

Cerave expansion



A close-up profile of a woman's face, looking towards the right. Her skin is fair with some freckles. Her dark hair is pulled back. The background is a gradient from dark blue on the left to white on the right. The text 'Outlook 2025' is overlaid in white. A thin white crosshair is positioned below the text.

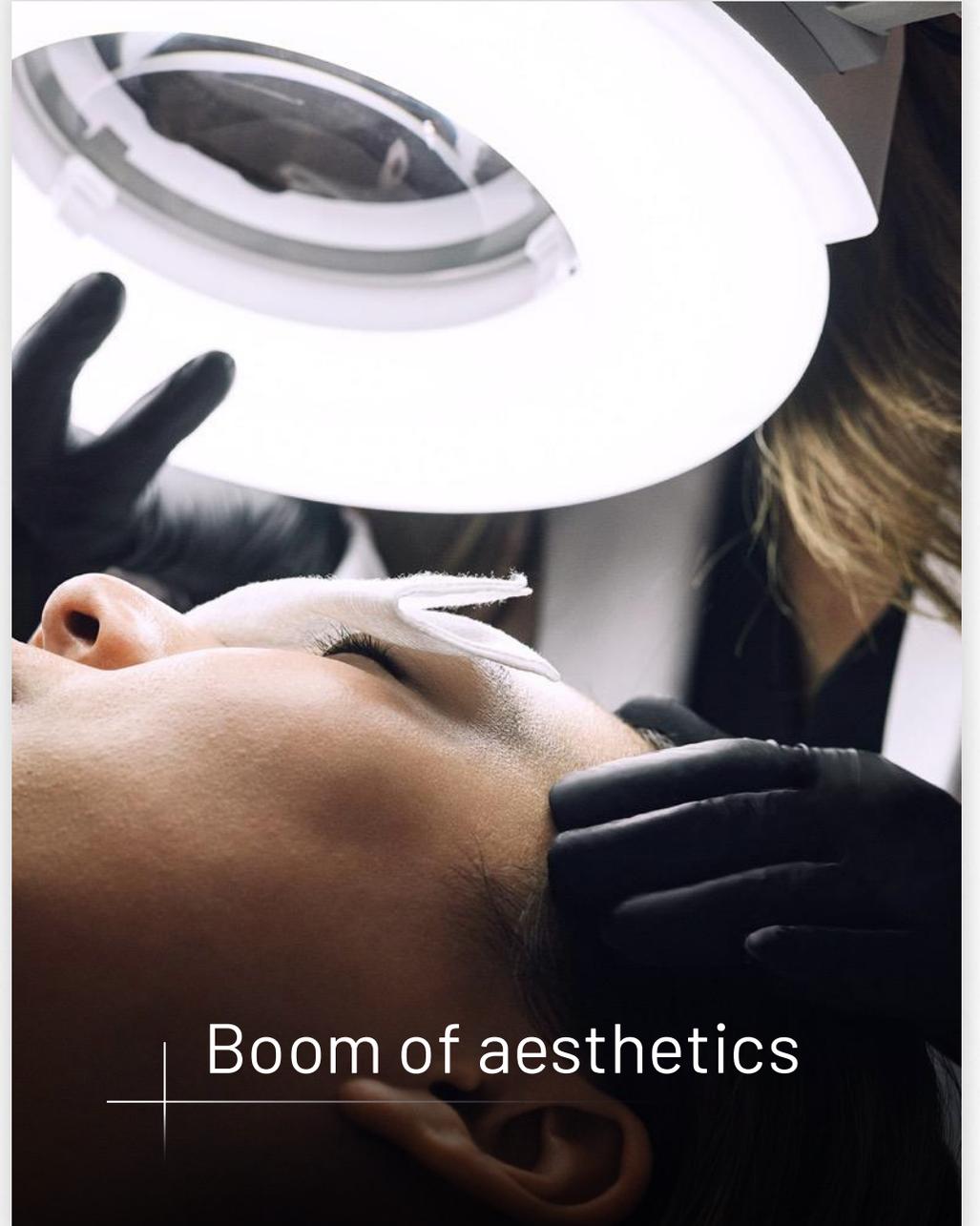
Outlook
2025

Dynamic
dermo market
~+2pts
above total beauty





Rise of skin pathologies

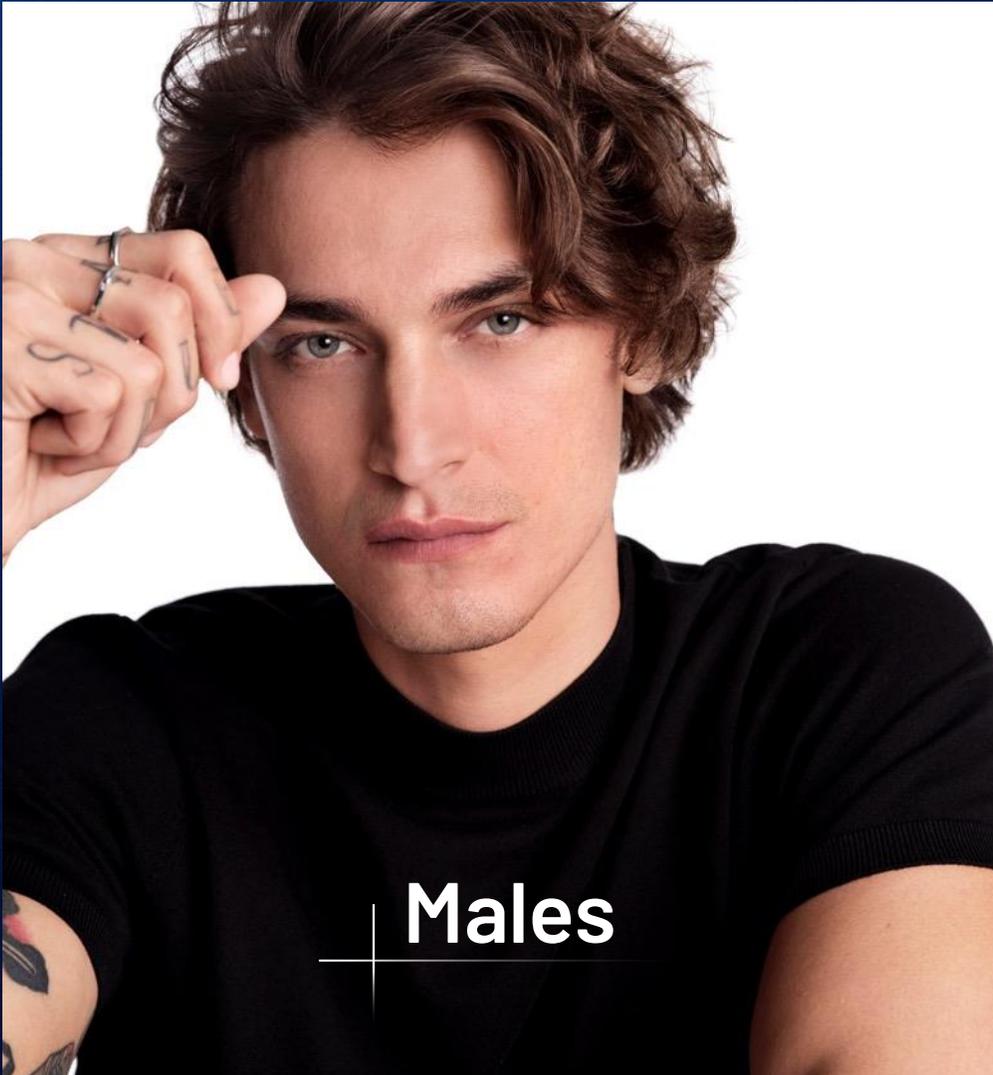


Boom of aesthetics



**We will carry
on winning**

Under potentialized consumer targets

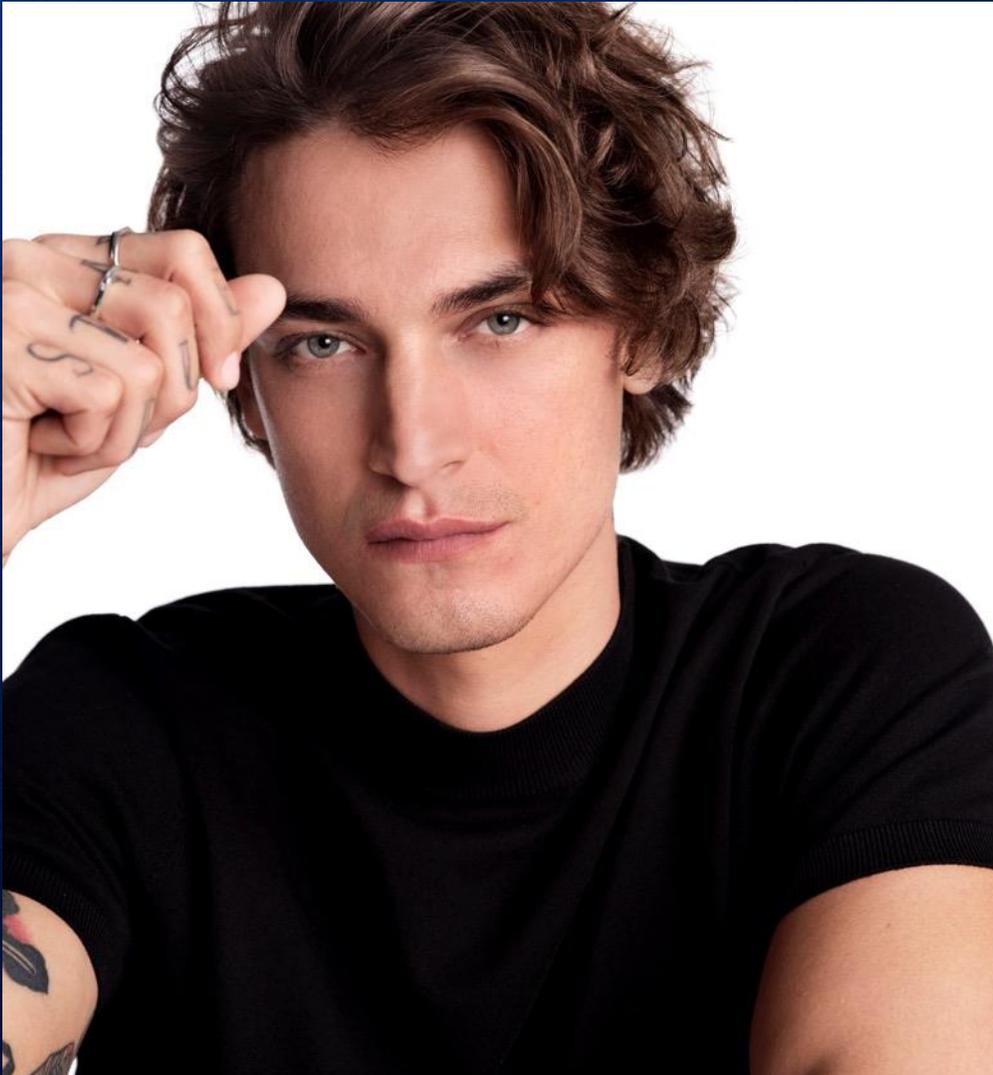


Males



Boomers

Males



Boomers



2x

**more prone
to skin issues**



Intensive Moisturizing lotion

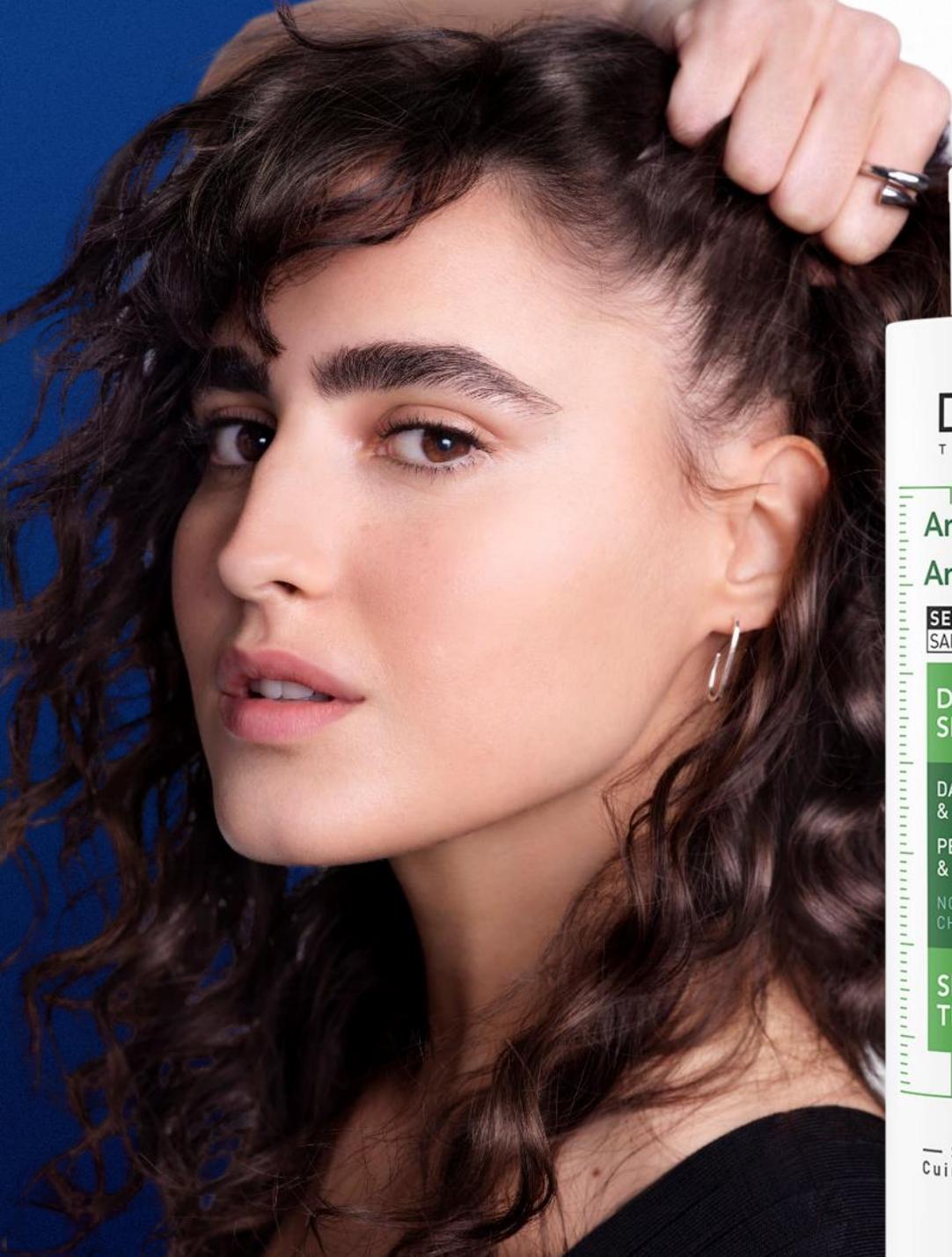
[5% HYDRO-UREA]

CeraVe
DEVELOPED WITH DERMATOLOGISTS





Haircare



VICHY
LABORATOIRES

DERCOS

N°1 Dermatological
haircare brand



Internal omnichannel dermo market estimation, in sell out, in value, combining all available retail panels (YTD 2024 ending october) in markets where Dercos is present.





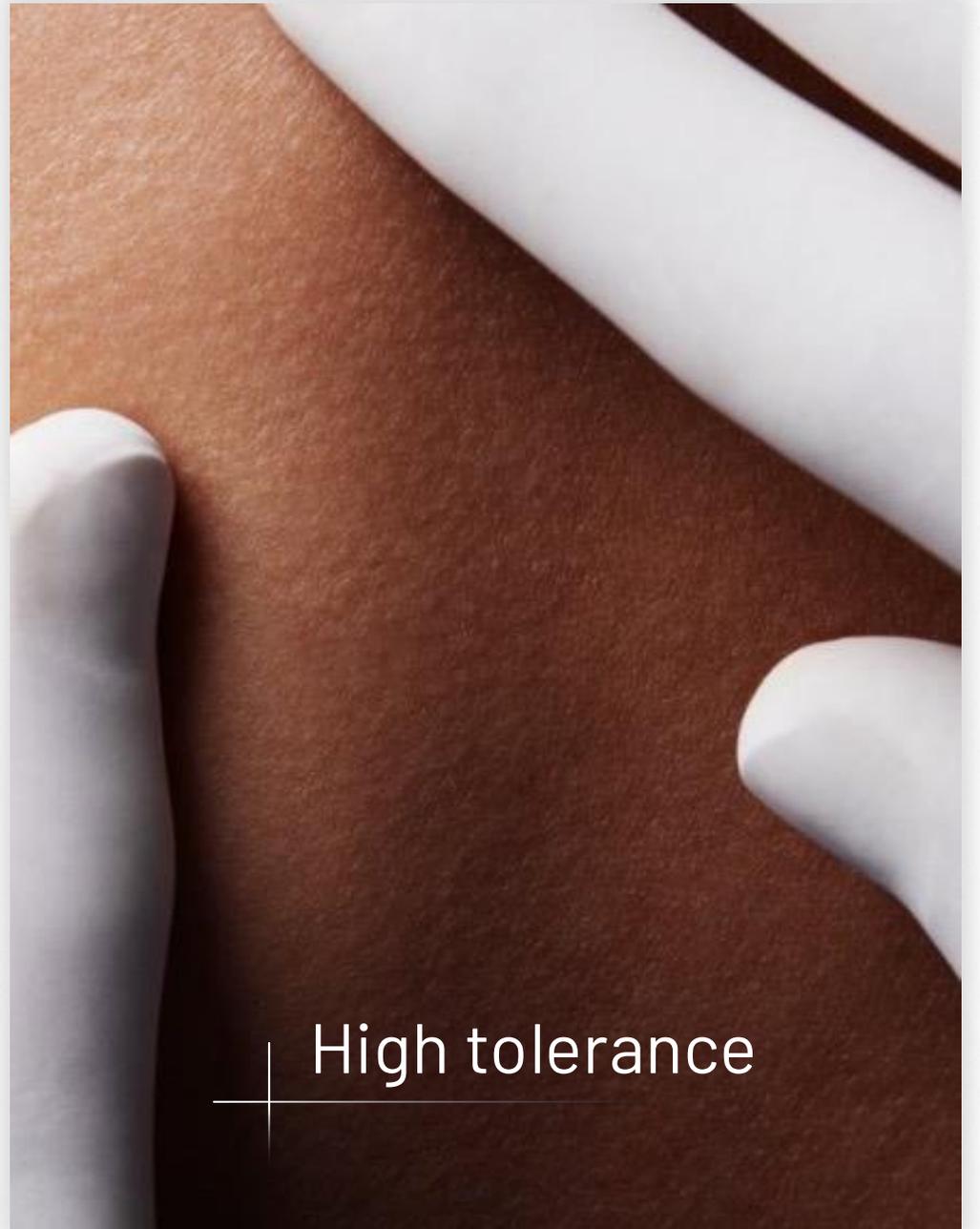
Innovation
stimulus

+2pts

weight of business
of innovation



Dermatological
Golden Standard efficacy



High tolerance

Innovation in Age management



LIFACTIV
COLLAGEN SPECIALIST 16

 **CO-BONDING**
TECHNOLOGY

Innovation in Photoprotection



UVMUNE 400
ANTI-DARK SPOTS FLUID

 **MELASYL™**
MULTI-PATENTED

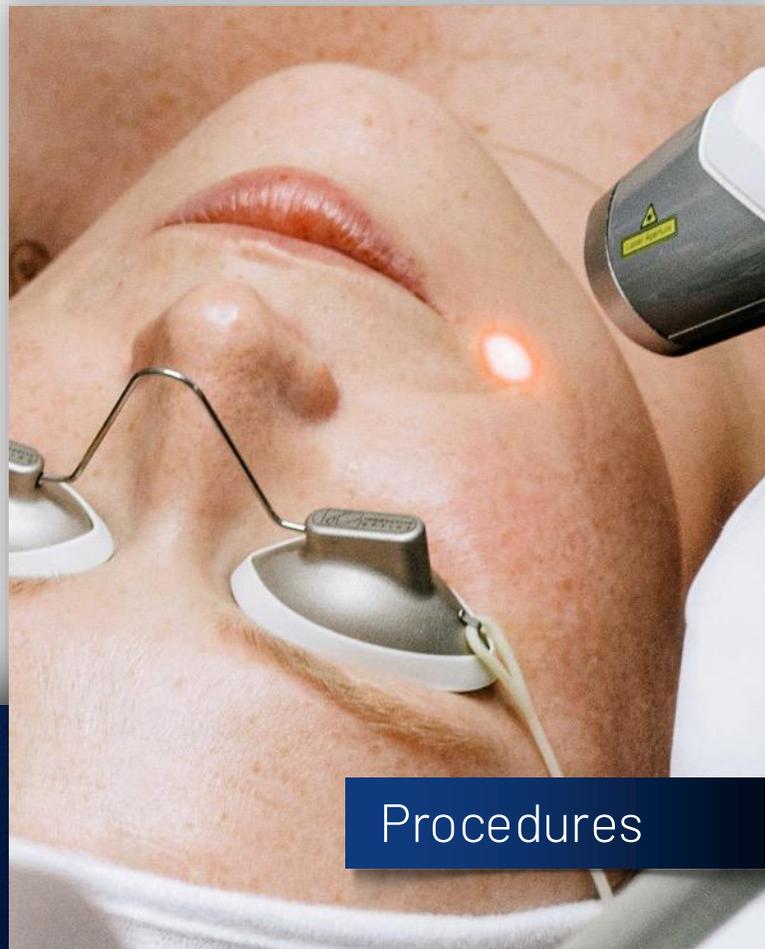


Boom of aesthetic

The future of beauty



Topicals

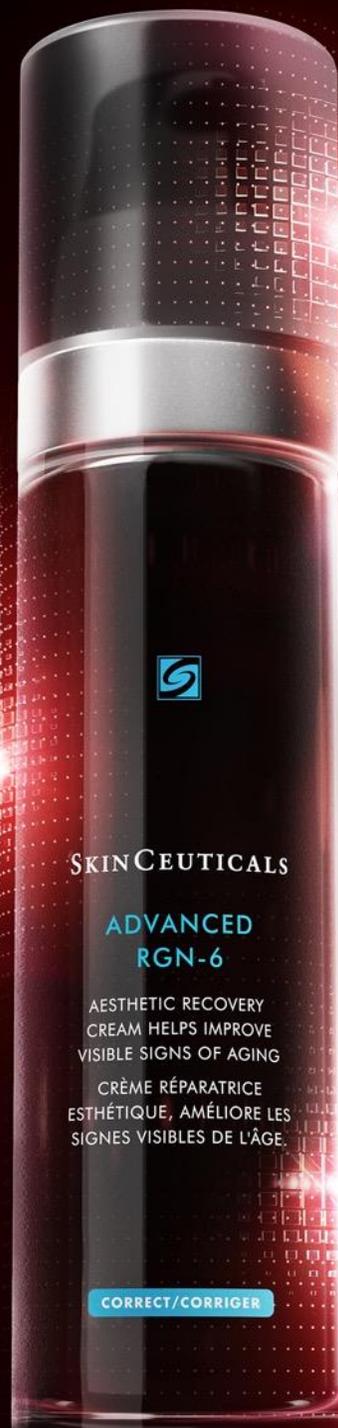


Procedures



Oral Supplements

Innovation in Aesthetics



SKINCEUTICALS

ADVANCED
RGN-6

AESTHETIC RECOVERY
CREAM HELPS IMPROVE
VISIBLE SIGNS OF AGING

CRÈME RÉPARATRICE
ESTHÉTIQUE, AMÉLIORE LES
SIGNES VISIBLES DE L'ÂGE

CORRECT/CORRIGER

ADVANCED RGN-6

[Eperuline + Glycopair]

Innovation

Oral supplements



BIOREWIND
Patented CORExtract biotechnology



Our brands shape
the future of beauty

LA ROCHE POSAY
LABORATOIRE DERMATOLOGIQUE

CeraVe
DEVELOPED WITH DERMATOLOGISTS

VICHY
LABORATOIRES

SKINCEUTICALS

skinbe+ter
SCIENCE



Thank
you





L'ORÉAL

Dermatological Beauty

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