



L'ORÉAL
2020 ANNUAL RESULTS

Consumer Products Division

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WORLDWIDE *Mass Market*

≈ -5%*



MAKEUP



SKINCARE



HAIRCARE



HAIRCOLOR



A blurred image of a smartphone screen showing a list of items, likely from an e-commerce app. The background is a teal gradient with soft bokeh lights.

E-COMMERCE

Booming

A blurred image of a smartphone screen showing a list of items, likely from an e-commerce app. The background is a dark blue gradient with soft bokeh lights.A blurred image of grocery store shelves filled with various food items, including what appears to be a loaf of bread in the foreground.

FOOD,
CONVENIENCE
STORES...

Holding up

A blurred image of grocery store shelves filled with various food items, including what appears to be a loaf of bread in the foreground.A blurred image of a pharmacy interior, showing a person standing behind a counter.

DRUGSTORES,
DEPARTMENT
STORES...

Suffering

A blurred image of a pharmacy interior, showing a person standing behind a counter.



L'ORÉAL
Consumer Products

2020

-4.7%*

*2020 like-for-like % change

L'ORÉAL
Consumer Products

2020 by Category



Makeup

-21%*



Facecare

+6%*



*Haircare***

+4%*



Haircolor

+13%*

*2020 like-for-like % change **Shampoo, conditioner and hair treatment. Excludes styling products



L'ORÉAL

Consumer Products

H2 2020

RETURN TO
POSITIVE

+8%*

EXCLUDING MAKEUP

*2020 like-for-like sales growth

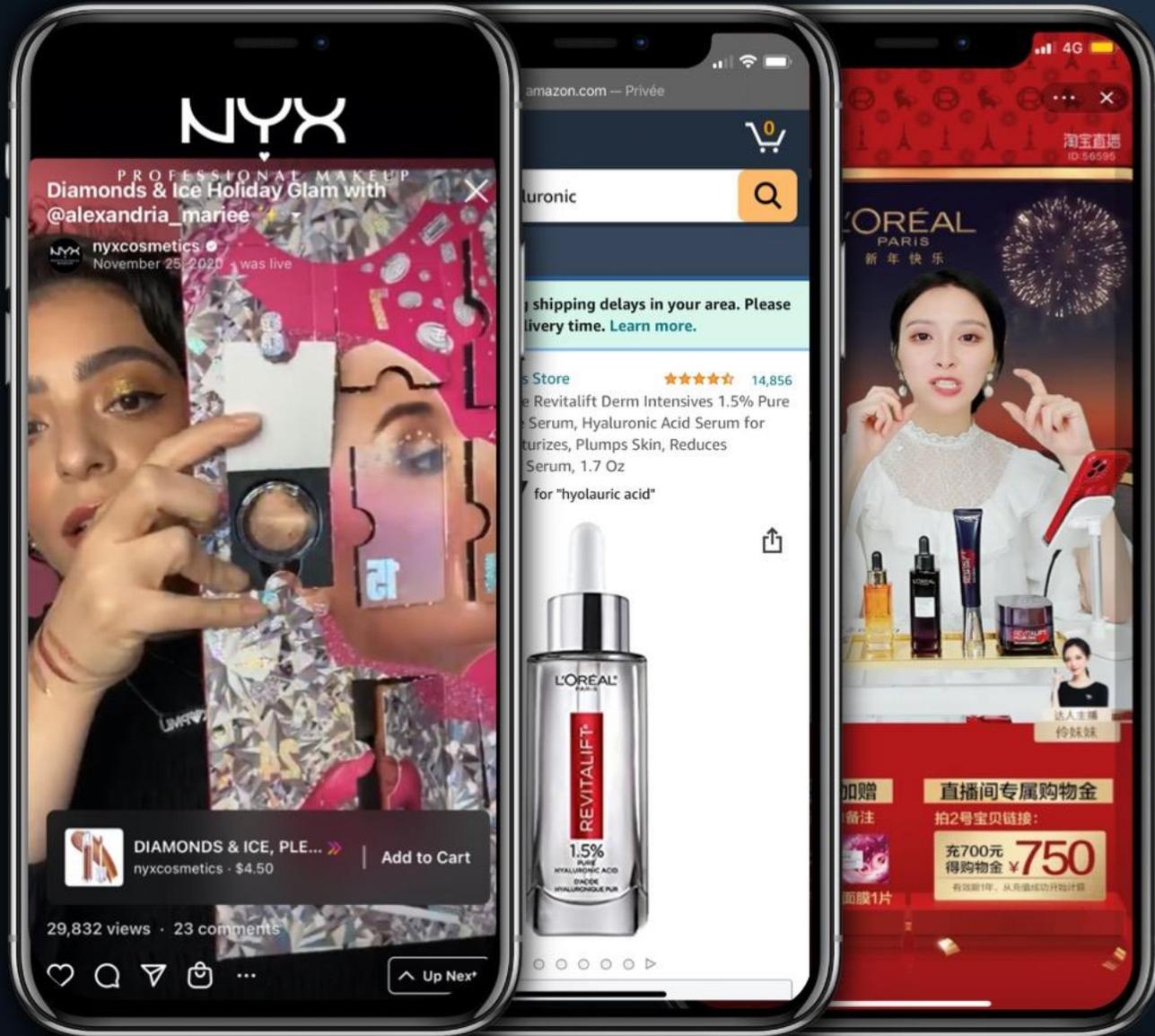
*E-Commerce
sales*

Division

+47%*

United States

x2



*2020 like-for-like sales growth. Sales achieved on our brands' own websites + pure players & estimated sales achieved by our brands corresponding to sales through our retailers' websites (non-audited data)



GARNIER

2020

+2.4%*

H2 2020

+9%*

*2020 like-for-like sales growth



*United
States*

*Western
Europe*

*Latin
America*

*Africa
Middle East*

*Asia
Pacific*

H2 2020

BACK TO GROWTH



Western Europe

**MARKET SHARE
GAINS**



China

+18%*

OUTPERFORMING
THE MARKET

*2020 like-for-like sales growth

Clear Channel

LONGO DOS SONHOS?
SALVE SEUS ÚLTIMOS 3 CM

NOVO
ELSEVE
Longo dos Sonhos



L'ORÉAL
PARIS

29°C

Brazil

+7%*

BEST YEAR
SINCE 2013

1/ Innovation





**WRINKLES?
IT'S TIME TO
GET SERIOUS!**

YOU'RE WORTH IT.

NEW

REVITALIFT FILLER 1.5% HYALURONIC ACID ANTI-WRINKLE SERUM

OUR HIGHEST CONCENTRATION* OF HYALURONIC ACID



L'ORÉAL
PARIS

IT'S A SHAMPOO
REVOLUTION!

GARNIER
**Ultra
DOUX
SOLID
SHAMPOO**

94% PLANT BASED

SOFTENING - RESTORING - REVITALIZING
FULL OF CARE FOR YOUR HAIR
FREE OF PLASTIC WASTE FOR THE PLANET



*2x250 ml shampoo bottles. The quantity may vary depending on

EL 1º HIDRATANTE QUE ACLARA TUS MANCHAS EN 7 DÍAS

GARNIER SKINACTIVE EXPRESS ACLARA VITAMINA C FPS 30

NUEVA EXPRESS ACLARA VITAMINA C FPS 30

CON VITAMINA C Y LÍQUÓN
TEXTURA NO GRASOSA
ALTA PROTECCIÓN DEL SOL DIARIA

MEXICO

GARNIER SKINACTIVE FAST BRIGHT VITAMIN C UV FILTERS!

EVEN & SPOTLESS SKIN FROM WEEK 1

NEW FAST BRIGHT VITAMIN C UV FILTERS!

VITAMIN C + LEMON ESSENCE

MIDDLE EAST

GARNIER SKINACTIVE UNIFORM & MATTE VITAMINA C 12H EFEITO MATTE

EFEITO MATTE O DIA TODO REDUZ MARCAS EM 1 SEMANA

NOVACAO UNIFORM & MATTE VITAMINA C 12H EFEITO MATTE

TESTADO COM DERMATOLOGISTAS

GARNIER

BRAZIL

GARNIER SKINACTIVE EVEN & MATTE VITAMIN C 12H LESS SHINE!

ALL DAY MATTE EVEN & SPOTLESS SKIN FROM WEEK 1

NEW EVEN & MATTE VITAMIN C 12H LESS SHINE!

VITAMIN C + LEMON ESSENCE

GARNIER

SOUTH AFRICA

2 / Skincare





3 / DIGITAL
Leadership

11:17

直播抢购限时加赠
会员专享 自行下单备注

你值得拥有
额外加赠葡萄籽精华面膜1片

抢限量大额优惠券
【659-90元券】
分享3张即可使用

【499-50元券】
分享5张即可使用

amazon Deliver to France

All - Garnier

All Today's Deals Customer Service Gift Cards Sell Registry

We are experiencing shipping delays in your area. Please expect extended delivery time. Learn more.

Back to results

Garnier SkinActive Micellar Cleansing Water, For All Skin Types, 13.5 Fl Oz

Visit the Garnier Store

★★★★☆ 22,339 ratings | 127 answered questions

Amazon's Choice for "garnier"

Currently unavailable.
We don't know when or if this item will be back in stock.

Style: 1 Count

Size: 13.5 Fl Oz

Ingredients: AQUA / WATER, HEXYLENE GLYCOL, GLYCERIN, DISODIUM COCOAMPHODIACETATE, DISODIUM EDTA, POLOXAMER 184, POLYAMINOPROPYL BIGUANIDE F...

Brand: Garnier

E-COMMERCE Firepower

11.11 全球狂欢节 2020

Net sell-out: \$1,000,000,000
Margin target: 100%
Brand Achi: 100%

Rank	Brand	Net sell-out	Brand Achi	Target planning	Base target
1	Brand Achi	\$1,000,000,000	100%	100%	\$1,000,000,000
2	Brand Bchi	\$500,000,000	100%	100%	\$500,000,000
3	Brand Cchi	\$300,000,000	100%	100%	\$300,000,000
4	Brand Dchi	\$200,000,000	100%	100%	\$200,000,000
5	Brand Echi	\$150,000,000	100%	100%	\$150,000,000
6	Brand Fchi	\$100,000,000	100%	100%	\$100,000,000
7	Brand Gchi	\$80,000,000	100%	100%	\$80,000,000
8	Brand Hchi	\$60,000,000	100%	100%	\$60,000,000
9	Brand Ichi	\$40,000,000	100%	100%	\$40,000,000
10	Brand Jchi	\$20,000,000	100%	100%	\$20,000,000

Tmall Sell-out Achievement by Division

GROUP: 100%
CPD: 100%
SUSE: 100%
ACD: 100%
FPD: 100%

Shop Products Categories

Shopee Super Brand Day MAYBELLINE NEW YORK

SHOPEE EXCLUSIVE LAUNCH

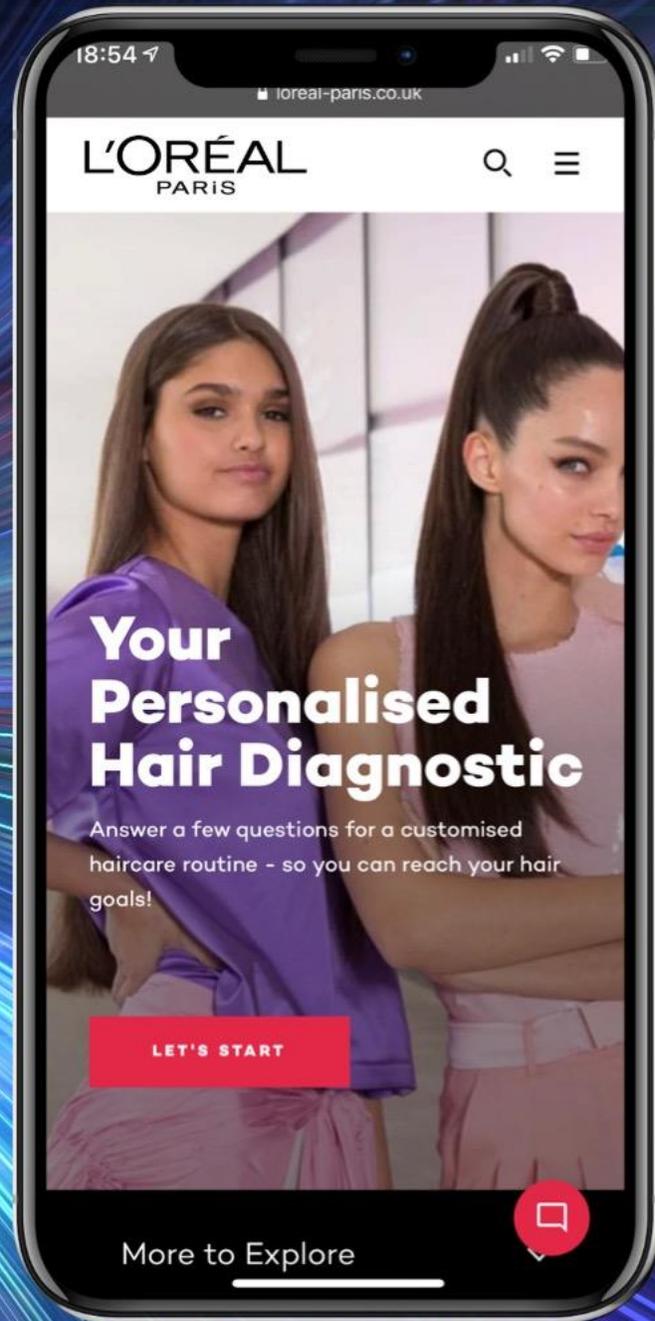
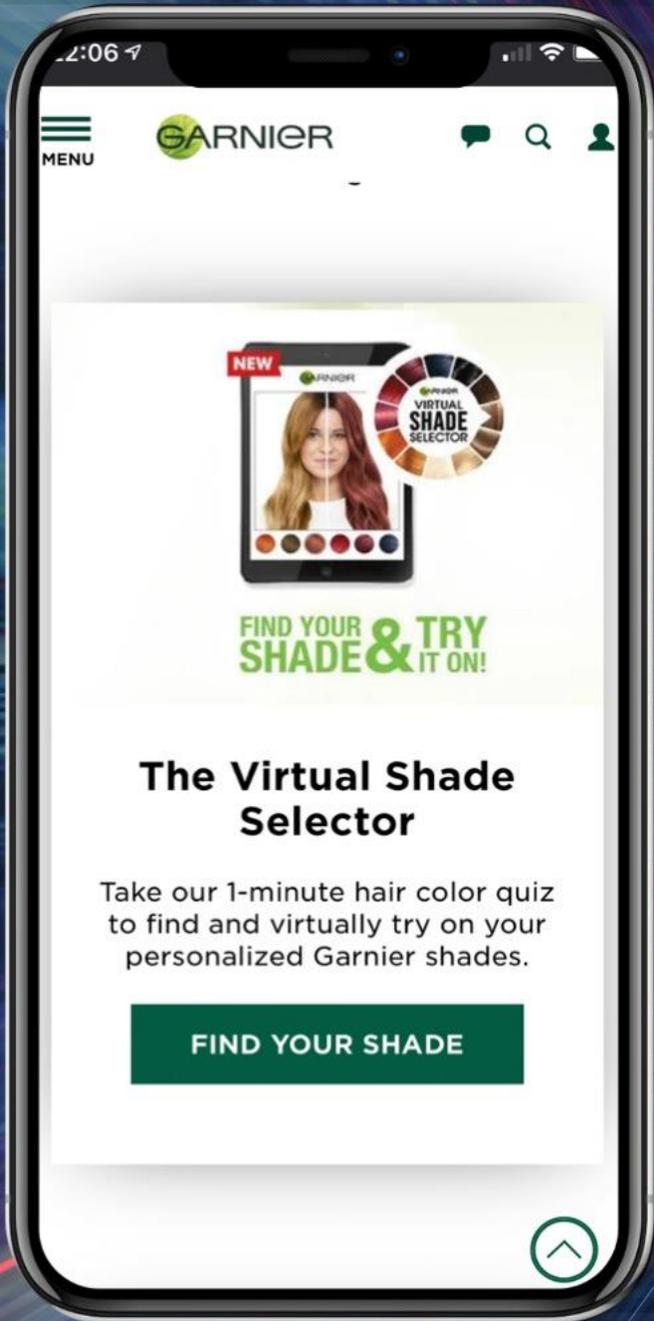
MARVEL MAYBELLINE LIMITED EDITION

อ๊ฟเดอะบิช
ปากพลั่ง
ซุเปอร์พาวเวอร์

2.10 น. 63 เท่านั้น! บอเรีย

ลดสูงสุด 60% + ลดเพิ่มสูงสุด 400

TOP SPENDERS*





NYX

PROFESSIONAL MAKEUP

Nº1



DIGITAL GENIUS



NATURALLY DEFINED BROWS
MICRO PRECISE STROKES

OUR FIRST SEMI-PERM LINER
FOR EYES & BODY
NO CRACK, NO BUBBLES, NO TAGS

OUR 1ST SPF PRIMER INFUSED WITH CANNABIS SATIVA SEED OIL

SHAPED HIGH IMPACT BROWS
JUST DIP, SHAPE, GO!
LONGWEAR FORMULA, NO STYLETTE

LINER ARTISTRY GOES EPIC!
POWER PIGMENT, 36 HOUR WEAR,
WATER-RESISTANT, STAYS

ULTIMATE SATURATION, ULTIMATE VIVID WEAR.
PRO-LEVEL PIGMENT, ULTRA CREAMY TEXTURE

GIMME SOFT EVERYTHING!
THE ICONIC LIPS, SOFT SWEET SCENT

GIVE YOUR GLOW THE CALI BOOST!
ULTRA-REFLECTIVE, HIGH-LIGHTING POWDER

ULTRA SATURATED COLOR, EQUAL PATENT.
NO MATTER YOUR SKIN TONE

ULTRA SATURATED COLOR, EQUAL PATENT.
NO MATTER YOUR SKIN TONE

OUR 1ST REVITALIZING MIST WITH CANNABIS SATIVA SEED OIL

OUR 1ST SPF PRIMER INFUSED WITH CANNABIS SATIVA SEED OIL

FULL COVERAGE WON'T STOP FOR 24 HR
WATER-RESISTANT, STAYS

NEW JUICY SHADES OF OUR CULT GLOSS

ULTRA SATURATED COLOR, EQUAL PATENT.
NO MATTER YOUR SKIN TONE

HIGH DEFINITION BROWS
48 HOUR NON-STOP WEAR

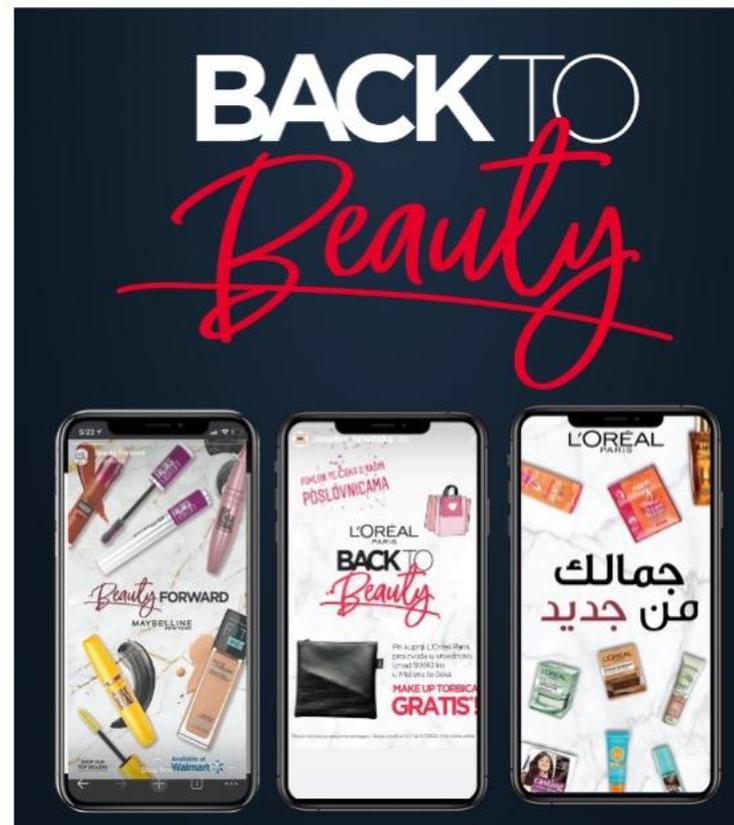
THE COLOR YOU SEE - THE COLOR YOU GET

SPF 50 helps protect against UVA & UVB rays

100% vegan & clean formula
Paraben-free
Sulfate-free
Alcohol-free
Fragrance-free



4 RETAILER
Partnerships



5 / *Commitments*

L'ORÉAL
PARIS
STANDUP
against street harassment



GARNIER

GREEN BEAUTY

6

RE-ENGINEERED *P&L*

EXPENSE
DISCIPLINE

ROI
FOCUS

EFFECTIVE
BRAND SUPPORT



L'ORÉAL
PARIS

OUR MOST POTENT FORM OF RETINOL.

**WRINKLES ARE REDUCED,
FOR 100% OF WOMEN.**

NEW

**REVITALIFT
LASER**

DEEP WRINKLE
PURE RETINOL
NIGHT SERUM

YOU'RE WORTH IT



L'ORÉAL
PARIS

**REVITALIFT
LASER**

PURE RETINOL
NIGHT SERUM

L'ORÉAL
PARIS

LAMELLAR TECHNOLOGY
RESURFACES HAIR



OUR 1ST
DREAM LENGTH
LIQUID DETANGLER

INSTANTLY DETANGLES
SHINY, 10X SMOOTHER.
8S HAIR TRANSFORMATION.

NEW

ELVIVE

Dream lengths

WONDER
WATER



SKY HIGH
LASH IMPACT
FROM EVERY
ANGLE.



MAYBELLINE®
NEW YORK

NEW
LASH SENSATIONAL™
SKY HIGH
Mascara

Limitless length + volume.

Flex brush reaches every lash.
Formula infused with
bamboo extract.



Before After

No color transfer!

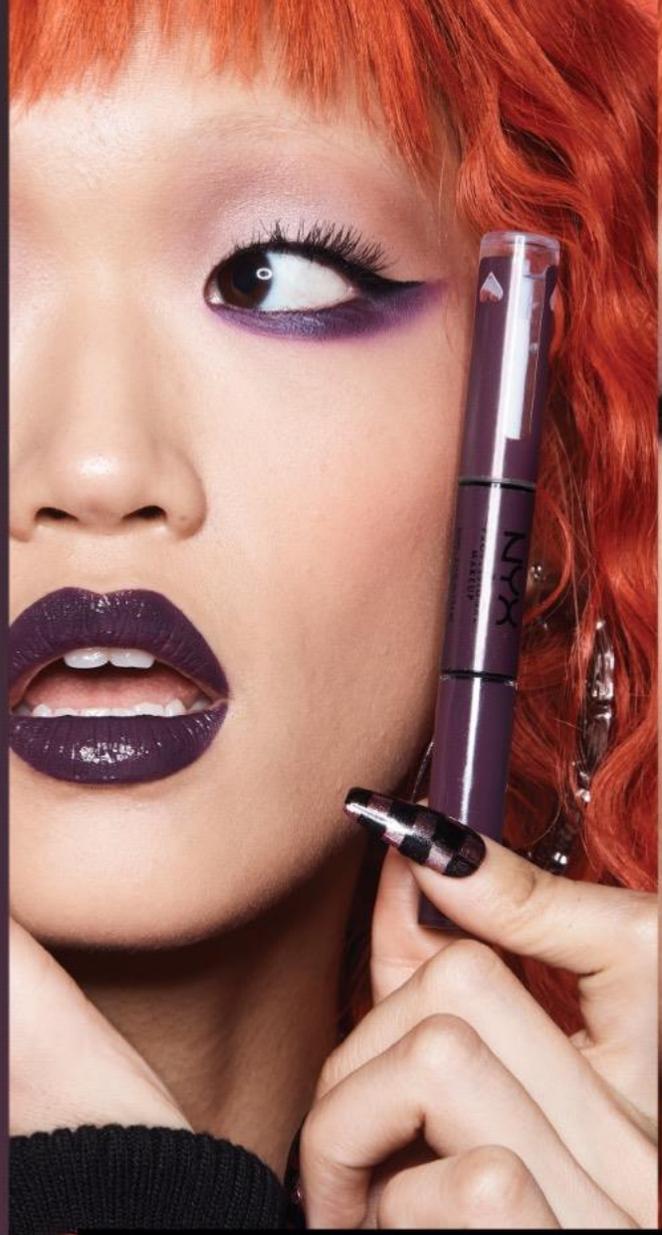
- ✓ Kiss-safe
- ✓ Hairlip-safe
- ✓ Mask-safe

SHINE LOUD



NYX

PROFESSIONAL MAKEUP



**16H LOUD SHINE LIP COLOR.
ZERO COLOR TRANSFER. 100% VEGAN.
NON-STICKY FEEL.**

The background is a vibrant red with numerous white, brush-stroke-like streaks and lines of varying thickness and direction, creating a sense of motion and energy.

4 Significant
TAILWINDS



GROWING
Middle Class

Premiumization





Beauty
@HOME



WAKE
MAKE

UP



L'ORÉAL

Consumer Products Division

-----Disclaimer-----

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