



L'ORÉAL

2018  
ANNUAL  
RESULTS



DIVISIONS

Nicolas HIERONIMUS  
8 February 2019

A woman with short dark hair and teal eye makeup is wearing a tan blazer over a white top. She is holding a black brush to her hair, and a large, billowing cloud of teal powder is being sprayed from the brush, partially obscuring her body. The background is a plain, light color.

L'ORÉAL

+7.1%

■

*Beauty market*

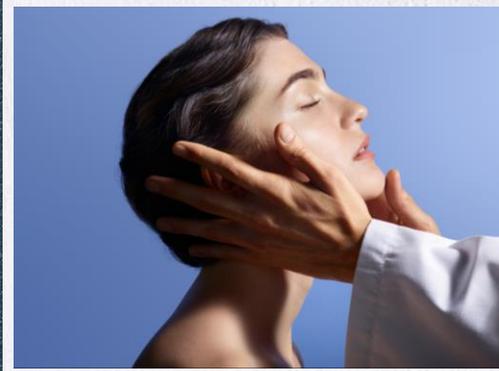
~ +5.5%

\* 2018 like-for-like sales growth.  
Source: L'Oréal 2018 estimates. Excluding razors,  
soaps and toothpastes. Excluding exchange rate impact.



L'ORÉAL  
LUXE

+14.4%



L'ORÉAL  
Active Cosmetics

+11.9%



L'ORÉAL  
Consumer Products

+2.5%



L'ORÉAL  
Professional Products

+2.0%

*Market*

~ +11%

~ +6%

~ +4%

~ +2%

1 BIG BRANDS  
*got bigger*

TOP 8 BRANDS

■  
+8.4%

L'ORÉAL  
PARIS

LANCÔME  
PARIS

GARNIER

YVES SAINT LAURENT

ARMANI

MAYBELLINE  
NEW YORK

Kiehl's  
SINCE 1851

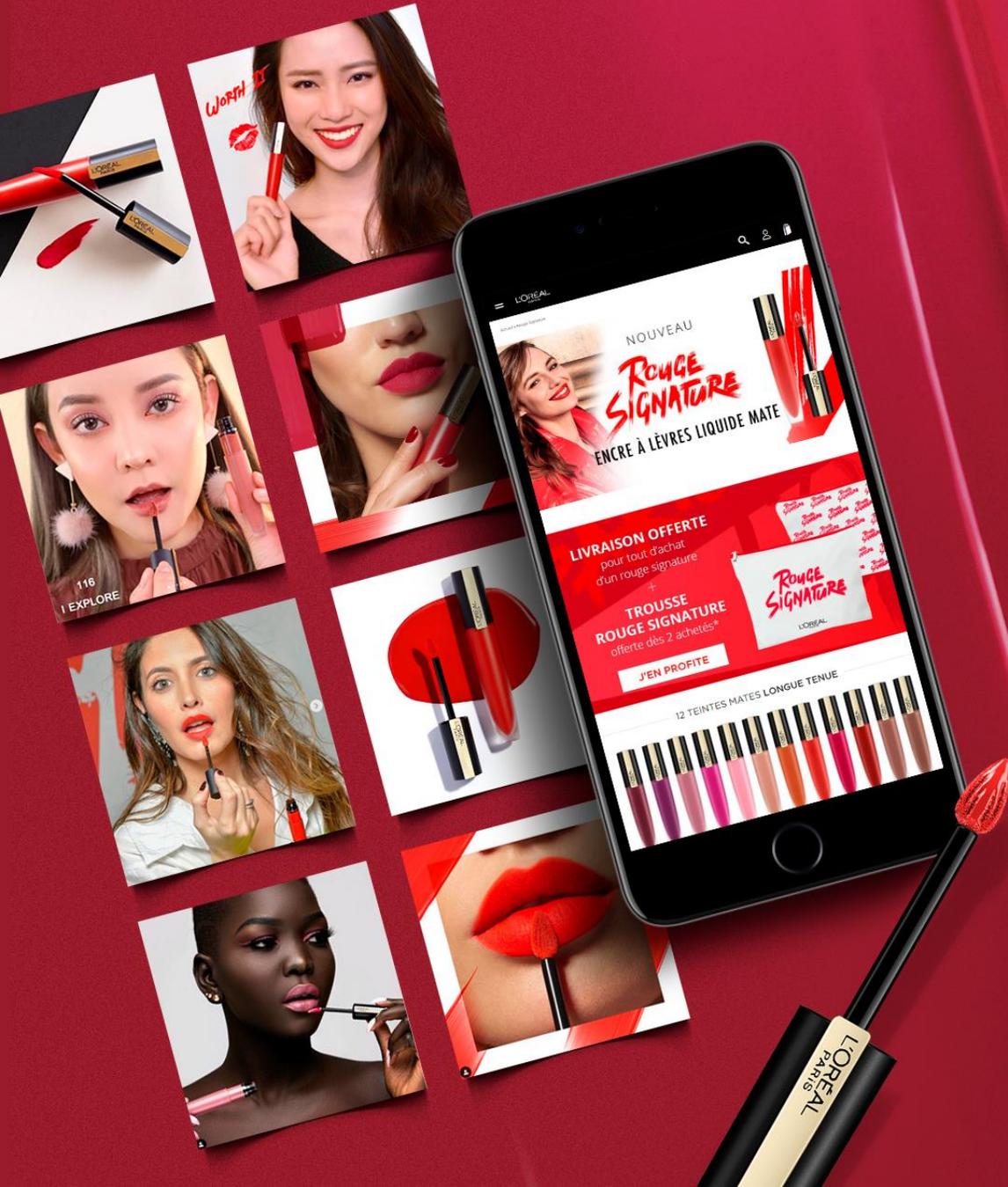
L'ORÉAL  
PROFESSIONNEL  
PARIS

# POWER. PRODUCTS



# ADAPT.

TO THE NEW WORLD



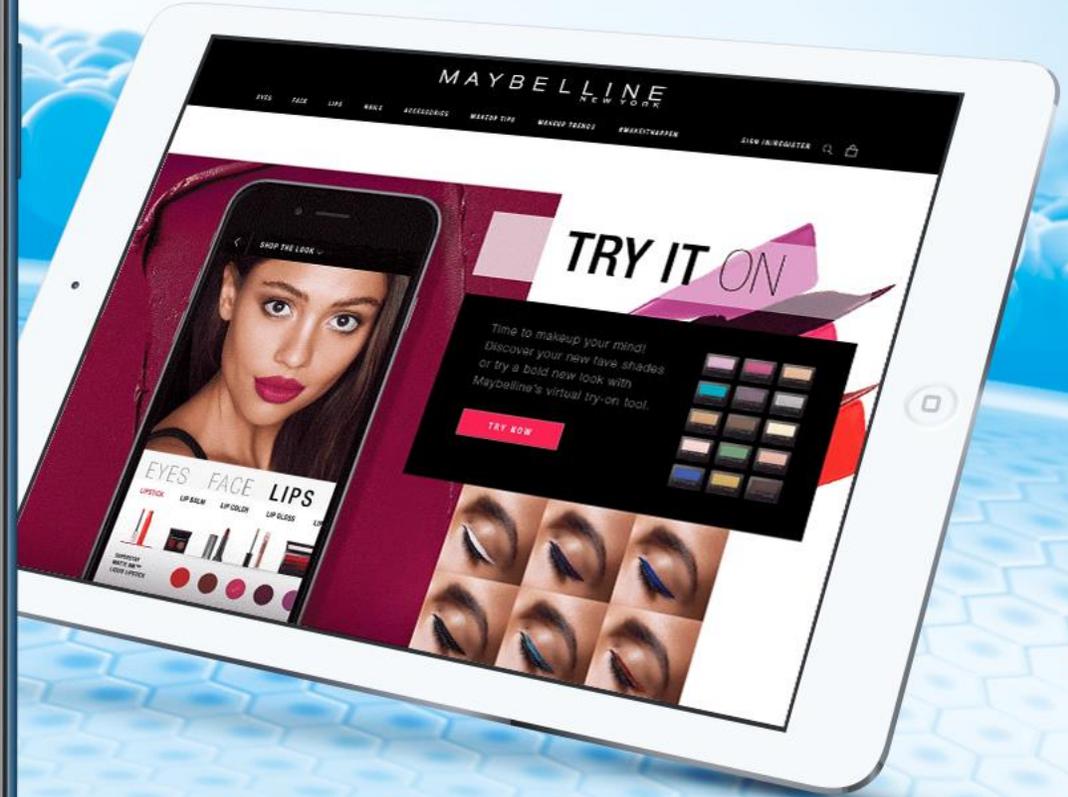
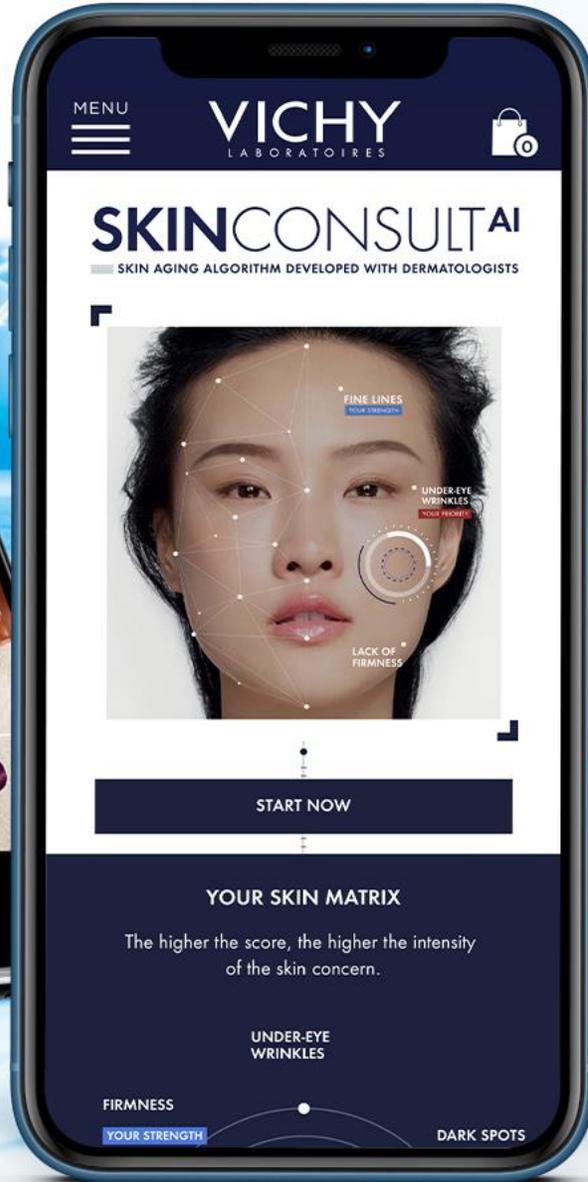
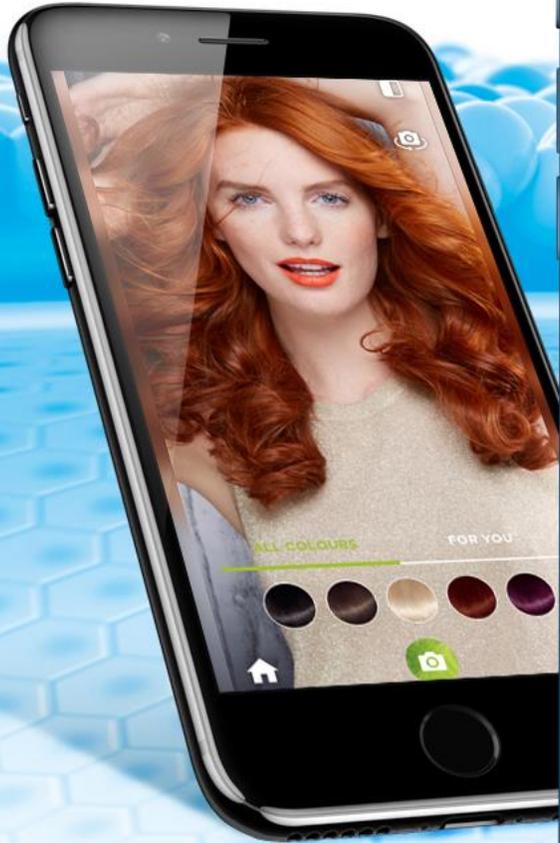
# 2 CUTTING-EDGE *innovations*



# NATURAL. TREND



# BEAUTY TECH. CHAMPION



# 3 CHINESE *consumers*



李宇春

臻宠挚礼 致美新年  
巴黎欧莱雅新年限量版

L'ORÉAL PARIS  
REVITALIFT  
L'ORÉAL PARIS

2019  
LANCÔME  
— 法国兰蔻 —  
祝您新年快乐

THE CENTRAL

SINCE 1851

Kiehl's  
SINCE 1851

DARE OR DARE  
#YSL底妆后台#挑战  
十秒成妆？立体腮红？  
女明星以妆应战

Cerave

KÉRASTASE  
PARIS

「猪」事顺意 红运当「头」

全场至高享7件新年礼

EAU THERMALE  
舒缓调理喷雾

温泉水愈力  
每日修护肌肤微损伤

点击查看更多优惠

适用于敏感肌肤

LA ROCHE-POSAY  
LABORATOIRE DERMATOLOGIQUE

EAU THERMALE  
PLAUX SENSIBLES  
Hydratant et apaisant  
Appliquez et absorbez

THERMAL  
SPRING WATER  
SENSITIVE SKIN  
Natural mineral water  
Dropters and airtank

「爸爸去哪儿」  
明星父女同款

# 4 SKINCARE

L'ORÉAL

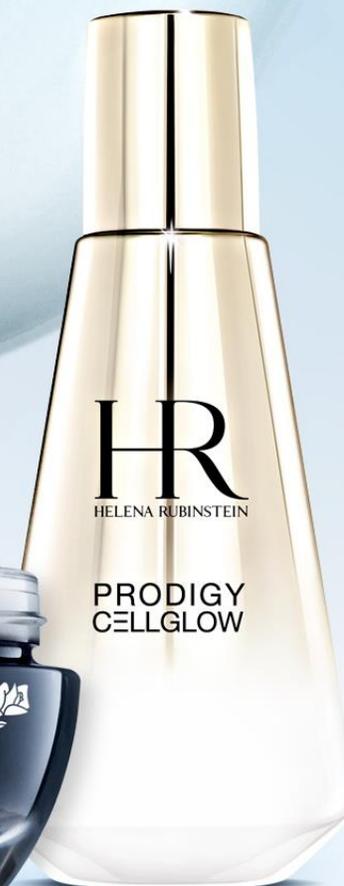
+16%



*Market*

~ +9%

\* 2018 like-for-like sales growth.  
Source: L'Oréal 2018 estimates. Excluding razors,  
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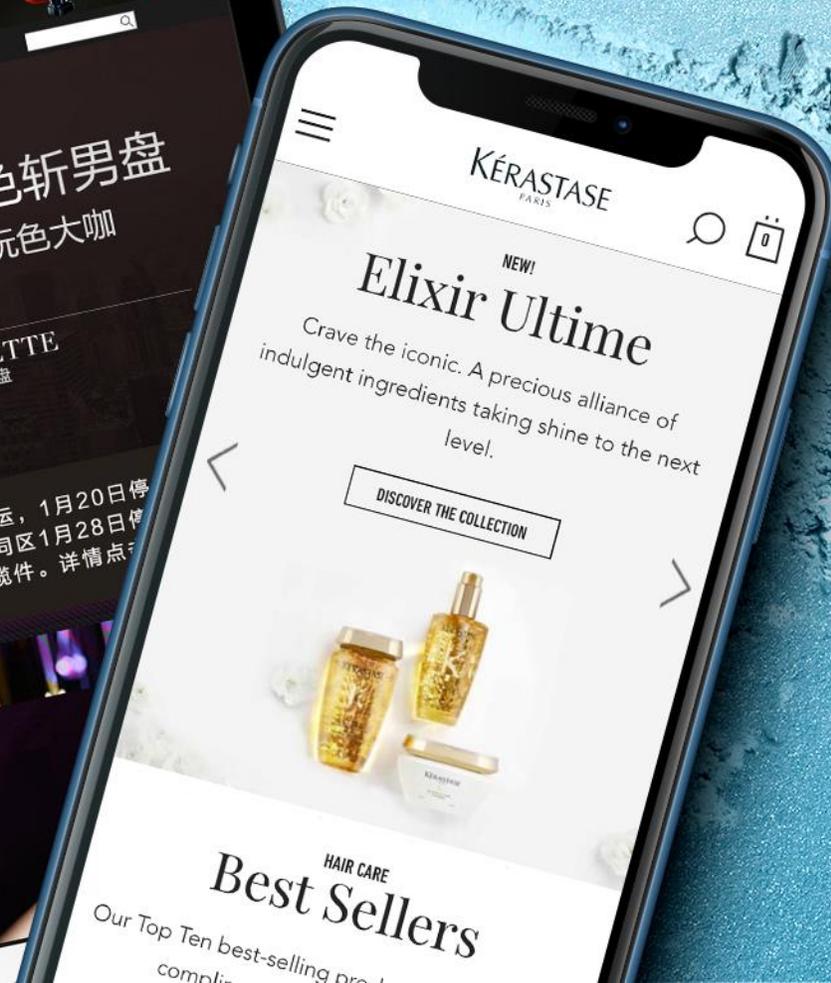
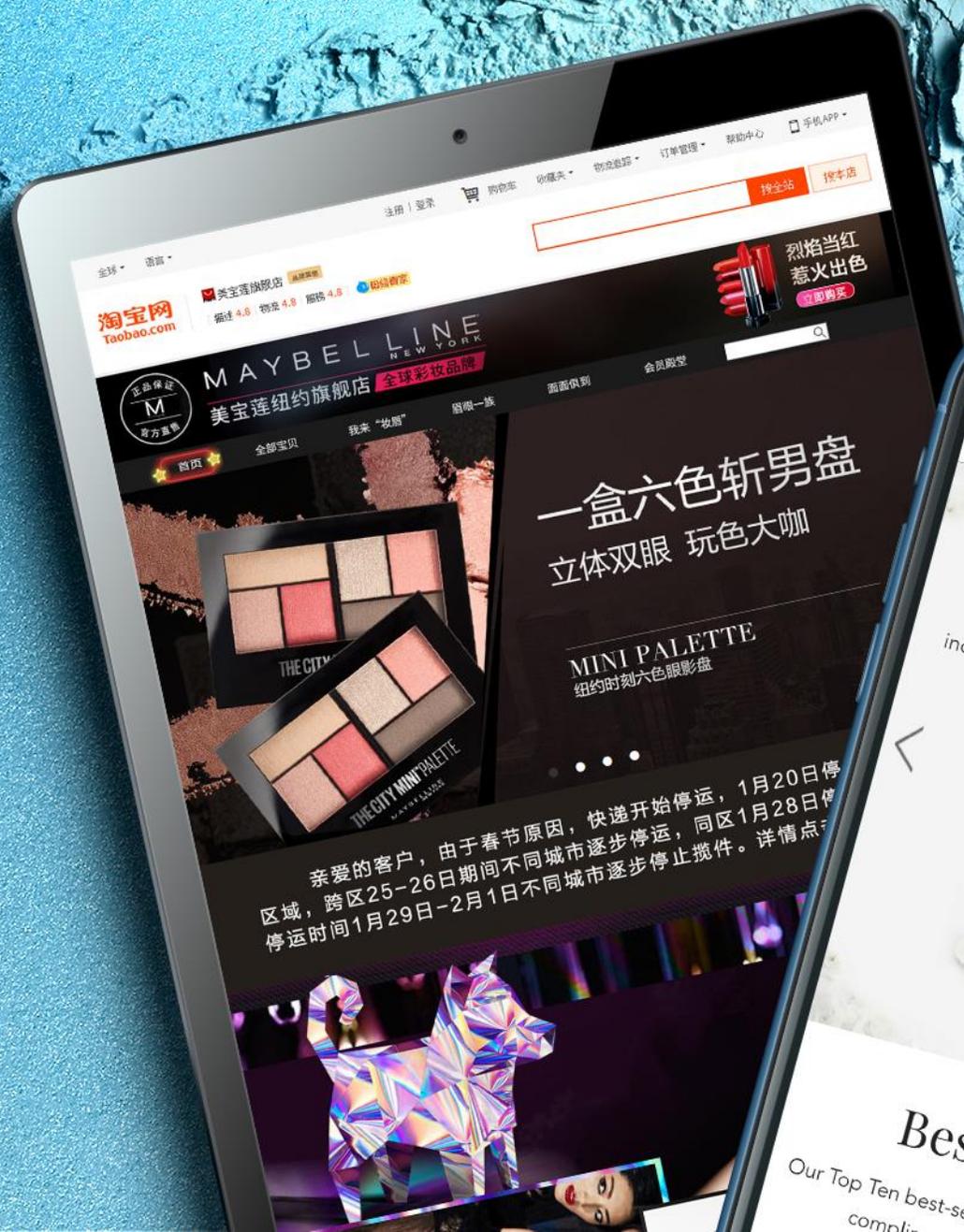
# 5 ADAPTING *to the channel shifts*



# E-COMMERCE GROWTH IN 2018

+41%

■  
11%  
OF SALES



\* Sales achieved on our brands' own websites + estimated sales achieved by our brands corresponding to sales through our retailers' websites (non-audited data).

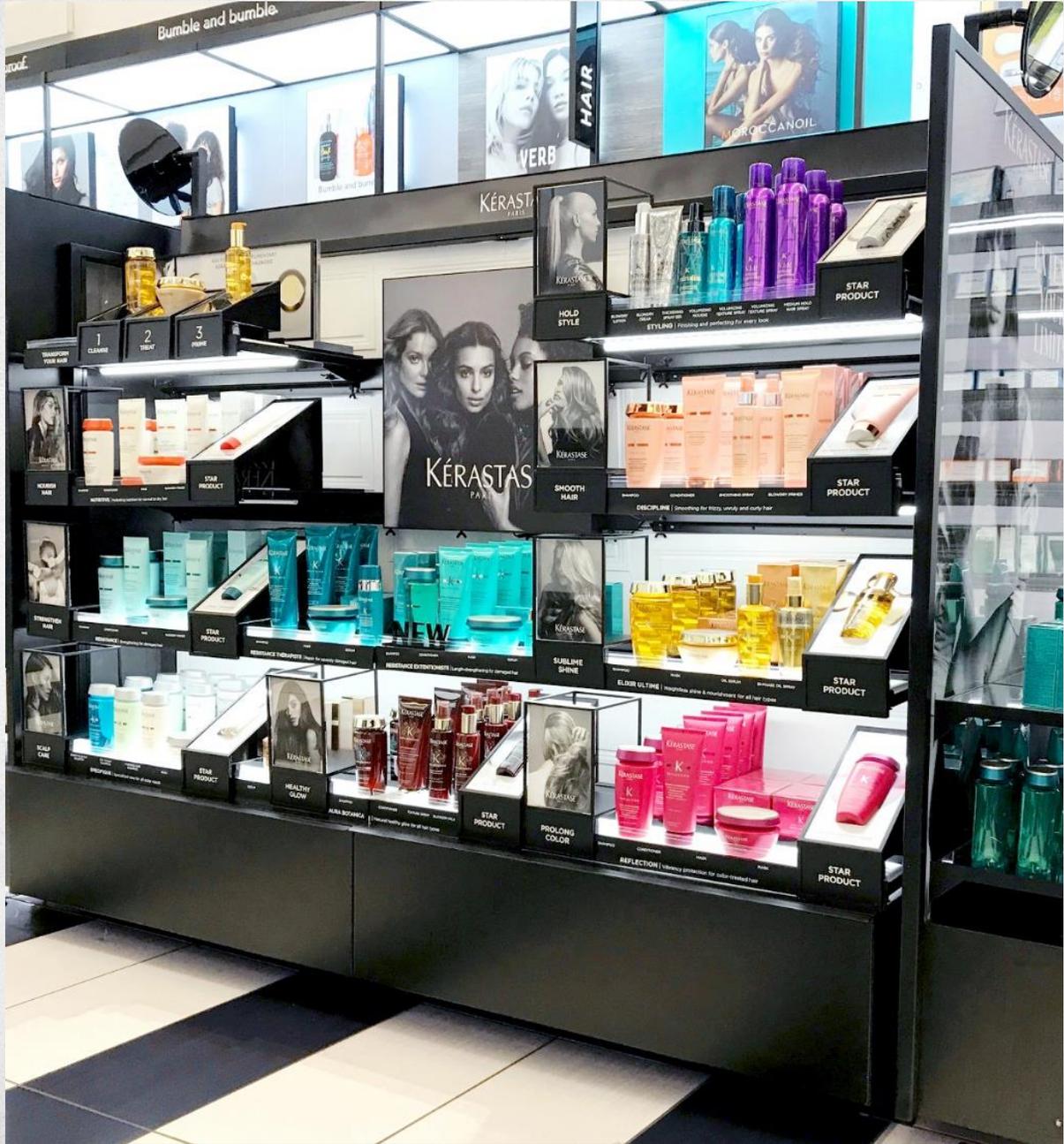


# TRAVEL RETAIL.





# REINVENTING. OUR GO-TO-MARKET



amazon All - cerave Why Shop with Amazon? Learn More

Deliver to France Departments Your Amazon.com Today's Deals EN Hello, Sign in Account & Lists Orders Cart

All Beauty

Back to search results for "cerave"

### CeraVe Moisturizing Cream | 19 Ounce | Daily Face and Body Moisturizer for Dry Skin by CeraVe

★★★★☆ 5,400 customer reviews | 312 answered questions

Amazon's Choice for "cerave"



Price: **\$15.24** ~~\$16.04~~ ~~\$0.80~~ (5%)  
 Extra \$2.75 Off Coupon on first order. Details

In Stock. Ships from and sold by Amazon.com. This item is returnable

3 Sizes: 19 Ounce

|                             |                                       |                     |
|-----------------------------|---------------------------------------|---------------------|
| 16 Ounce<br>from 42 sellers | 16 Ounce with Pump<br>from 15 sellers | 19 Ounce<br>\$16.04 |
|-----------------------------|---------------------------------------|---------------------|

Subscribe & Save 5% / 15%  
 \$15.24 Save 5% now and up to 15% on auto-deliveries. Learn more  
 Get it Friday, Feb 8

One-time Purchase \$16.04

Qty: 1 Deliver every: 1 month (Most common)

Subscribe now

Add to List

Other Sellers on Amazon 7 new from \$16.04

Share 3K+ Shares

Frequently bought together

Total price: **\$39.01**

This item: CeraVe Moisturizing Cream | 19 Ounce | Daily Face and Body Moisturizer for Dry Skin \$16.04  
 CeraVe Hydrating Face Wash | 16 Ounce | Daily Facial Cleanser for Dry Skin | Fragrance Free \$11.99  
 CeraVe Daily Moisturizing Lotion | 12 Ounce | Face & Body Lotion for Dry Skin with Hyaluronic Acid... \$10.98

Sponsored products related to this item Page 1 of 25

|  |  |  |   |  |
|--|--|--|---|--|
| <br>CeraVe Skin Renewing Day Cream - Retinol Cream w/ Sunscreen / Multipurpose Anti Aging...<br>★★★★☆ 202 | <br>CeraVe Body Wash with Salicylic Acid   10 Ounce   Fragrance Free Body Wash to Exfol...<br>★★★★☆ 108 | <br>CeraVe Foot Cream with Salicylic Acid   3 Ounce   Foot Cream for Dry Cracked Feet...<br>★★★★☆ 216 | <br>CeraVe Micellar Water   10 Fluid Ounce   CeraVe Hydrating Facial Cleanser & Eye Mak...<br>★★★★☆ 90 | <br>CeraVe SA Cream   12 Ounce   Renewing Salicylic Acid Body Cream for Rough and Bumpy...<br>★★★★☆ 730 |
|--|--|--|---|--|





3CE Base Makeup Skin Care

HOME > 3CE > FACE

NEW  LOW PRICE  HIGH PRICE  NAME



3CE MESH FOUNDATION  
\$30.00 USD



3CE COVER POT CONCEALER  
\$20.00 USD



3CE LAYER COVERING STICK FOUNDATION  
\$34.00 USD



3CE COVER POT CONCEALER #GREENISH  
\$20.00 USD





# L'ORÉAL

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