

L'ORÉAL

Disclosure of trading in own shares carried out in March 2013

Pursuant to Article 4 paragraph 4 of European Regulation n° 2273/2003 of December 22, 2003 implementing Directive 2003/6/EC of January 28, 2003, and in compliance with Article 241-4 of the AMF's General Regulations, L'Oreal declares below the transactions made on its own shares for the **11/03/2013 to the 15/03/2013 period**:

Session of	Number of shares	Weighted average price in €	Amount in €
11/03/2013	100,000	119.0435	11,904,350.00
12/03/2013	100,000	118.6329	11,863,290.00
13/03/2013	100,000	119.8380	11,983,800.00
14/03/2013	87,004	120.0183	10,442,072.17
15/03/2013	100,000	120.1392	12,013,920.00
TOTAL	487,004		58,207,432.17

Since its creation by a chemist, a century ago, L'Oréal is concentrated on one unique area of expertise, cosmetics. With a turnover of euros 22.46 billion in 2012, the group focuses its activities on 27 global and culturally diverse brands distributed in every distribution channel :

-L'Oréal Professionnel, Matrix, Kérastase, Redken in hair dressing salons.

-L'Oréal Paris, Maybelline, Garnier, SoftSheen-Carson Essie, in mass market.

-Vichy, La Roche Posay, Inneov, Roger&Gallet, and Skinceuticals in pharmacies and drug stores.

-Lancôme, Helena Rubinstein, Biotherm, Shu Uemura, Kiehl's, Giorgio Armani, Cacharel, Ralph Lauren, Diesel, Viktor&Rolf, Clarisonic and YSL in perfumeries and department stores,

-The Body Shop in its own stores.

Research and innovation are at the core of L'Oréal's strategy. The Group has developed more than 120 new molecules over a period of 40 years. Research teams design new products in all areas of cosmetics: hair color, hair care, skincare, make-up and perfumes.

CONTACTS AT L'ORÉAL

Individual shareholders and market authorities

Mr. Jean Régis CAROF

Phone: 01.47.56.83.02

jcarof@dgaf.loreal.com

Financial analysts and institutional investors

Mrs. Françoise LAUVIN

Phone: +33.(0)1.47.56.86.82

flauvin@dgaf.loreal.com

For further information, please contact your bank, broker or financial institution (I.S.I.N. code: FR0000120321), and consult your usual newspapers, and the internet site for shareholders and investors, <http://www.loreal-finance.com>, or loreal-finance.com mobile edition on your PDA; alternatively, call +33.1.58.13.51.36.

"This document does not constitute an offer to sell, or a solicitation of an offer to buy, L'Oréal shares. If you wish to obtain more comprehensive information about L'Oréal, please refer to the public documents registered in France with the Autorité des Marchés Financiers [which are also available in English on our Internet site: www.loreal-finance.com].

This document may contain some forward-looking statements. Although the Company considers that these statements are based on reasonable hypotheses at the date of publication of this release, they are by their nature subject to risks and uncertainties which could cause actual results to differ materially from those indicated or projected in these statements."