

L'ORÉAL

Disclosure of trading in own shares carried out in October 2012

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 **01/10/2012 to the 05/10/2012 period**:

Session of	Number of shares	Weighted average price in €	Amount in €
01/10/2012	115,000	97.9325	11,262,237.50
02/10/2012	115,000	97.9641	11,265,871.50
03/10/2012	115,000	97.1381	11,170,881.50
04/10/2012	115,000	97.2300	11,181,450.00
05/10/2012	115,000	97.5080	11,213,420.00
TOTAL	575,000		56,093,860.50

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 20.34 billion in 2011, the group focuses its activities on 23 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 in mass market. Vichy, La Roche Posay, Inneov, and Skinceuticals in pharmacies and drug stores. Lancôme, Helena Rubinstein, Biotherm, Shu Uemura, Kiehl's, Giorgio Armani, Cacharel, Ralph Lauren, Diesel and YSL Beauté in perfumeries and department stores, and 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.

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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](http://www.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."