

L'ORÉAL

Acquisition Of Delial

ACQUISITION OF DELIAL

Paris, 30 th August 2005 – L'Oréal group acquires Delial, the sun care brand, from Sara Lee International.

Founded 70 years ago, Delial is one of the leading brands of sun care in Europe, especially in Spain where it ranks among the top three brands on the market.

Delial's 2004 sales came in at around €20 million. Delial includes a complete range of sun care products (protection lotion, after sun, self tanning etc.)

Patrick Rabain, chief executive and vice president of L'Oréal's consumer products division said: "The acquisition of this brand means that L'Oréal will reinforce its position in the European solar protection market, especially in Southern Europe. The Delial range will join our Garnier portfolio and will benefit from solar filter technologies developed in the group's laboratories".

"This news release 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 news release 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."

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About L'Oréal

L'Oréal has devoted itself to beauty for over 100 years. With its unique international portfolio of 34 diverse and complementary brands, the Group generated sales amounting to 25.8 billion euros in 2016 and employs 89,300 people worldwide. As the world's leading beauty company, L'Oréal is present across all distribution networks: mass market, department stores, pharmacies and drugstores, hair salons, travel retail, branded retail and e-commerce.

Research and innovation, and a dedicated research team of 3,870 people, are at the core of L'Oréal's strategy, working to meet beauty aspirations all over the world. L'Oréal's sustainability commitment for 2020 "Sharing Beauty With All" sets out ambitious sustainable development objectives across the Group's value chain. www.loreal.com

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