

L'ORÉAL

L'Oréal USA announces the acquisition of Raylon Corporation key assets to expand its distribution coverage of American hair salons

Clichy, January 4, 2016 – L'Oréal USA today announced the signing of an agreement to acquire key assets from Raylon Corporation owned by the Hafetz family, a full-service wholesale distributor of salon professional products.

The acquisition will expand SalonCentric's distribution coverage of salon professional products in Pennsylvania, New Jersey, Delaware, and portions of Maryland, West Virginia and New York, representing approximately 3,500 salons.

SalonCentric was created as a distributor of salon professional products in 2008. Operating in 48 states, SalonCentric brands include L'Oreal Professionnel, Matrix, Mizani, Moroccanoil, Olaplex, Pravana, Pureology, Redken 5th Avenue, Sam Villa, Sexy Hair, Surface Hair, L'ANZA and many others.

About L'Oréal

L'Oréal has devoted itself to beauty for over 105 years. With its unique international portfolio of 32 diverse and complementary brands, the Group generated sales amounting to 22.5 billion euros in 2014 and employs 78,600 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 and branded retail.

Research and Innovation, and a dedicated research team of 3,700 people, are at the core of L'Oréal's strategy, working to meet beauty aspirations all over the world and attract one billion new consumers in the years to come. L'Oréal's new sustainability commitment for 2020 "Sharing Beauty With All" sets out ambitious sustainable development objectives across the Group's value chain. www.loreal.com

"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, 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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