

Clichy, June 1st, 2010 at 6:30 p.m.

L'OREAL USA ACQUIRES C.B. SULLIVAN EXTENDING ITS COVERAGE OF AMERICAN HAIR SALONS

L'Oréal USA, a subsidiary of L'Oréal, has acquired, through its SalonCentric division, 100% of the capital of C.B. Sullivan, a New Hampshire-based company.

C.B. Sullivan supplies hair salons in 6 states across the North East of the United States (Vermont, New Hampshire, Maine, Connecticut, Rhode Island and Massachusetts) with a network of representatives and outlets open only to professionals. The company's net sales for the fiscal year 2009 were approximately \$50 million.

With this acquisition, the SalonCentric division of L'Oréal USA is extending its distribution network, demonstrating the constant determination of the Professional Products Division to offer a better service to U.S. hair salons.

This acquisition is consolidated as of June 1st, 2010.

"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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