

Clichy, August 31st, 2011

2011 Half-year Report

The 2011 Half-year report was posted on the www.loreal-finance.com website (heading: Regulated Information / 2011 Half-year report) on Wednesday, August 31st, 2011. This financial report is available for consultation by the public free of charge in accordance with the regulatory requirements in force.

News Release

"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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