

Clichy, July 13<sup>th</sup>, 2012

L'ORÉAL

## L'Oréal completes the sale of the home care business from the Cadum Group to Eau Ecarlate SAS

L'Oréal announces today that it has completed the sale of the home care business from the Cadum Group to Eau Ecarlate SAS.

This business, which includes the brands Croc'Odor (odor neutralizers), Iba (air-fresheners), Zenset (moth-repellents) and Dr. Optic (optical lens cleaners), achieved a turnover of 17 million euros in 2011, two thirds of which in France.

### **About L'Oréal**

*L'Oréal, the world's leading beauty company, has catered to all forms of beauty in the world for over 100 years and has built an unrivalled portfolio of 27 international, diverse and complementary brands. With sales amounting to 20.3 billion euros in 2011, L'Oréal employs 68,900 people worldwide. Regarding sustainable development, Corporate Knights, a Global Responsible Investment Network, has selected L'Oréal for its 2012 ranking of the Global 100 Most Sustainable Corporations in the World. L'Oréal has received this distinction for the 5th consecutive year. [www.loreal.com](http://www.loreal.com)*

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*"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](http://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."*

### **Contacts at L'ORÉAL** (Switchboard: +33 1 47 56 70 00)

#### **Individual shareholders and market authorities**

Mr Jean Régis CAROF  
Tel: +33 1 47 56 83 02  
[Jean-Regis.CAROF@loreal.com](mailto:Jean-Regis.CAROF@loreal.com)

#### **Financial analysts and Institutional investors**

Mrs Françoise LAUVIN  
Tel: +33 1 47 56 86 82  
[Francoise.LAUVIN@loreal.com](mailto:Francoise.LAUVIN@loreal.com)

#### **Journalists**

Mrs Stephanie CARSON-PARKER  
Tel: +33 1 47 56 76 71  
[Stephanie.CARSONPARKER@loreal.com](mailto:Stephanie.CARSONPARKER@loreal.com)

For more information, please contact your bank, broker or financial institution (I.S.I.N. code: FR000120321), and consult your usual newspapers, and the Internet site for shareholders and investors, <http://www.loreal-finance.com>, or its mobile version on your cell phone, <http://loreal-finance.mobi>; alternatively, call +33.1.40.14.80.50.