



L'Oréal has been present in Brazil since **1959**.



L'ORÉAL LOCATIONS IN BRAZIL

Headquarters: Rio de Janeiro

Rio de Janeiro plant

São Paulo plant

Two distribution centers in Rio de Janeiro

95% of units sold in Brazil are manufactured locally.



L'ORÉAL BRANDS DISTRIBUTED IN BRAZIL

Consumer Products:

/ L'Oréal Paris, Garnier, Colorama and Maybelline New York

Professional Products:

/ L'Oréal Professionnel, Redken, Kérastase, Matrix and Essie

Active Cosmetics:

/ La Roche-Posay, Vichy, Innéov, Roger&Gallet and SkinCeuticals

L'Oréal Luxe:

/ Lancôme, Giorgio Armani, Yves Saint Laurent, Biotherm, Kiehl's, Ralph Lauren, Paloma Picasso, Guy Laroche, Diesel, Cacharel and Viktor&Rolf

The Body Shop



L'ORÉAL ON THE BRAZILIAN BEAUTY MARKET:

N°1 in Professional Products market



N°1 in Dermo and Nutricosmetic market



N°1 in Luxury Products market



N°2 in Consumer Products market



Sales 2013: **2.2 Billion R\$ (973 million USD)**.



RESEARCH AND EVALUATION CENTRE FOR BRAZIL

Rio de Janeiro

Created in **2008**

100

employees

15

patents registered in 2013

A new R&I Center will be inaugurated in 2016 - 5th Hub of the kind in the world - after a **\$53 million USD investment**.



6 L'ORÉAL PROFESSIONNEL INSTITUTES FOR TRAINING BEAUTY PROFESSIONALS

2 in Rio de Janeiro

1 in Curitiba

2 in São Paulo

1 in Belo Horizonte