



RUSSIA, SEPTEMBER 2015

Face Care – saw uncharacteristic sharp decline in volume of -11%, which may signal a change in consumer behavior vs the previous periods

August was marked by dramatic ruble devaluation (1 euro > 80 rubles), almost at the record level of December of last year.



# VALUE TOTAL MARKET BY BRANDS (BY EVOLUTION)

Total Market is driven by small affordable brands.

| National Urban without Pharma | VALUE SHARE |        |
|-------------------------------|-------------|--------|
|                               | YTD LY      | YTD TY |
| 60% OF THE MARKET             | 63,8        | 61,0   |
| OTHER GROWING                 | 19,8        | 25,1   |
| OTHER DECLINING               | 13,9        | 11,3   |

# FACE CARE IS SENSITIVE TO PRICE IN CRISIS



CONSUMERS OF NON-FOOD ITEMS ARE LIKELY TO CHOOSE LOWER PRICE STORES, LOOK FOR PROMO AND REDUCE AMOUNT OF PURCHASE

- Saving strategies by category, in 3 months (non-food products)

| NON-FOOD PRODUCTS   |                                 |                                    |
|---|---------------------------------|------------------------------------|
|   | Personal care products<br>n=644 | Feminine hygiene products<br>n=403 |
| I choose stores/ sales outlets with lower prices                  | 22                              | 22                                 |
| I actively look for and buy products at special/discounted prices | 21                              | 19                                 |
| I buy cheaper brands/private labels                               | 16                              | 17                                 |
| I buy the same products but in smaller quantities                 | 20                              | 17                                 |
| I buy large packages  | 7                               | 19 <sup>+6</sup>                   |
| I buy the same products, but less often                           | 12                              | 8                                  |
| I buy fewer imported products                                     | 5                               | 5                                  |
| I buy packages of multiple units of the product                   | 4                               | 3                                  |
| I buy small packages  | 2                               | 2                                  |
| Nothing has changed   | 23                              | 19 <sup>-13</sup>                  |

## #1 BRAND IN SKIN CARE WORLDWIDE

DEEP  
UNDERSTANDING  
of skin •



pioneer  
SCIENCE •  
TEXTURES

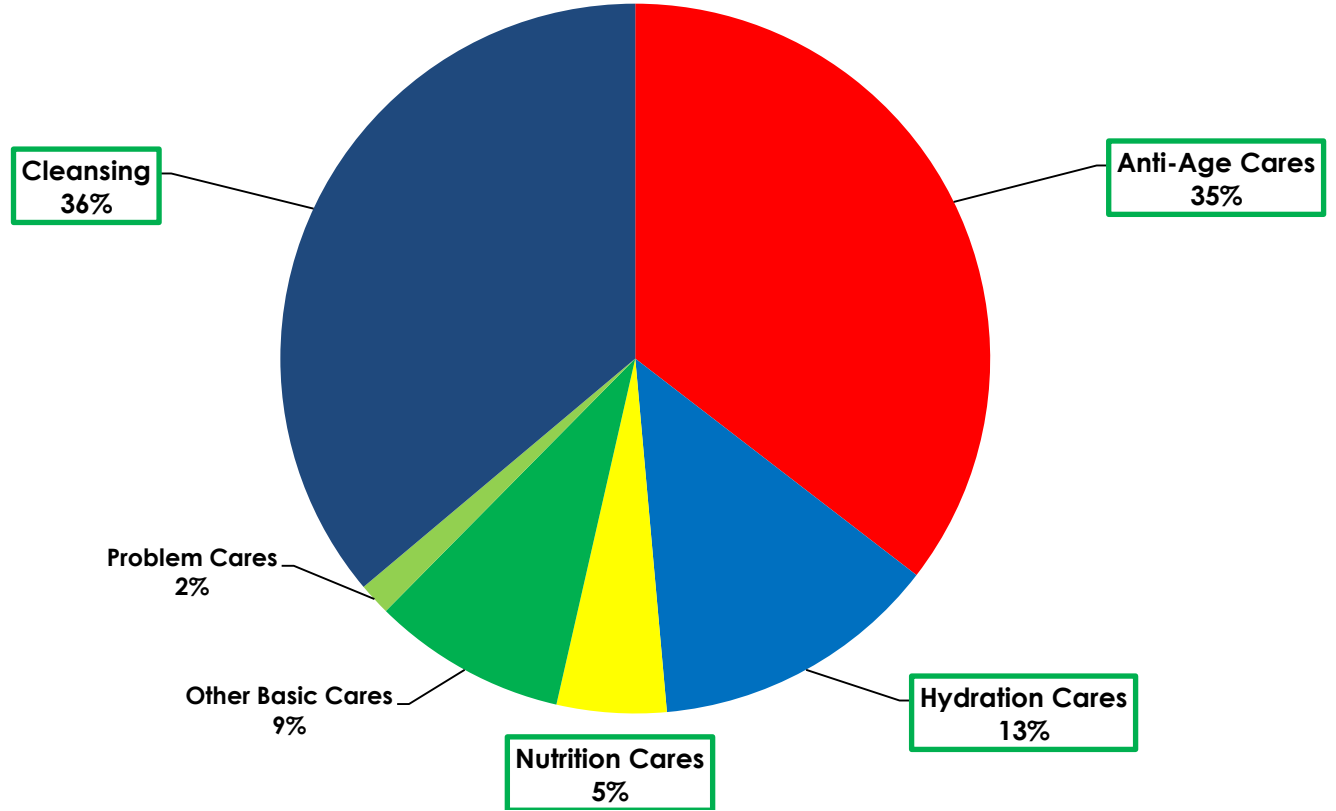


proven  
results  
at any age



# L'OREAL PARIS IS #1 BRAND IN SKIN CARE IN THE WORLD

IN RUSSIA OAP SKIN CARE BUILT PILLARS ON 89% OF THE MARKET...



STILL OAP SKIN CARE HAS A MUST WIN BATTLE IN AAA...

L'ORÉAL  
PARIS



L'ORÉAL  
PARIS



**NEW  
LOCAL  
CONCEPT**

- First expert affordable anti-age range specifically developed for the needs of Russian women in each age
- Stronger ingredients and claims
  - More impactful and understandable design

**TRUSTED  
LOCAL  
CELEBRITY**

Maximization of relevant local spokesperson to reinforce proximity and trust

**REINFORCED  
SHELF IMPACT**

New packaging in line with Anti-age market code  
Extended range to maximize visibility in-store & cover all consumer needs





l'oreal-paris.ru

«Я вижу результат — попробуйте и вы!»  
Ирина Давыдова

ТРОЙНОЙ ЛИФТИНГ ВСЕГО ЗА 4 НЕДЕЛИ  
РАЗГЛАЖИВАЕТ, УКРЕПЛЯЕТ, ПОДТЯГИВАЕТ

НОВШЕСТВО

## ВОЗРАСТ ЭКСПЕРТ 45+

АНТИВОЗРАСТНОЙ УХОД С ТРОЙНЫМ ЛИФТИНГ-ЭФФЕКТОМ

■ НАУЧНЫЙ ПРОРЫВ\*  
АКТИВНЫЙ КОМПЛЕКС С ПРО-РЕТИНОЛОМ А И ПЕПТИДАМИ

■ ВПЕЧАТЛИВОЕ РЕЗУЛЬТАТЫ  
ОКРУЖАЕТ МОЩЬЮ И  
ПРИДАЕТ УПРУГОСТЬ  
ПОДНИМАЕТ КОНТУРЫ

■ ДОКАЗАННАЯ ЭФФЕКТИВНОСТЬ  
87% ЖЕНЩИН ОТМЕЧАЮТ  
МЕНЬШЕ МОРЩИН\*\*  
96% — БОЛЬШЕ УПРУГОСТИ\*\*  
82% — БОЛЕЕ ЧЕТКИЕ КОНТУРЫ\*\*

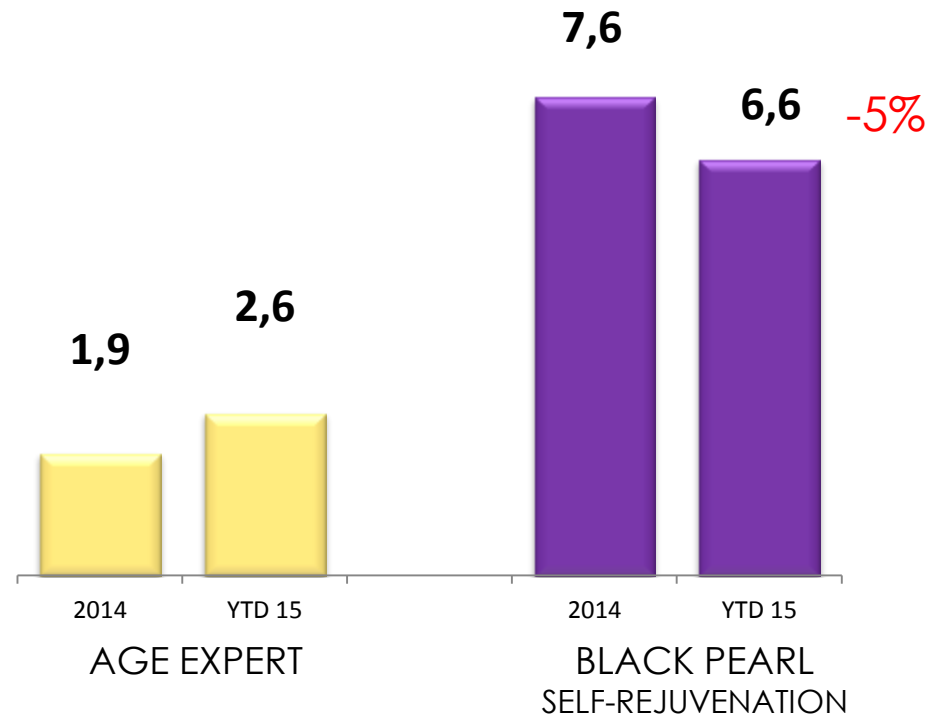


\* Сравнение с L'Oréal Paris.  
\*\* Клинический анализ, 30 женщин после 4 недель, морщины на лбу.  
\*\*\* Сравнительный анализ, 50 женщин после 4 недель, % улучшения.

Видь Вы этого достойны.  
**L'ORÉAL**  
PARIS

# AGE EXPERT GAINS MARKET SHARE WHILE COMPETITORS ARE LOOSING IT

L'ORÉAL  
PARIS



**#1** RIGHT PROPOSITION AND PRICE

**#2** AGE EXPERT STRONG PERFORMANCE IN ALL CHANNELS

**#3** INCREMENTAL VALUE/VOLUME SHARE,  
RECRUITMENT OF NEW CONSUMERS IN ANTI-AGE



**THANK YOU!**

**L'ORÉAL**  
PARIS