

# [Cosmetics and l’or al](https://assignbuster.com/cosmetics-and-lor-al/)

The L’Oreal Group is the world’s largest cosmetics and beauty company. [2] With its registered office in Paris and head office in the Paris suburb of clichy, France,[3] it has developed activities in the field of cosmetics. Concentrating on hair colour, skin care, sun protection, make-up, perfumes and hair care, the company is active in the dermatological, tissue engineering andpharmaceutical fields and is the top nanotechnology patent-holder in the United States. [4] History: L’Oreal got its start in the hair-color business, but the company soon branched out into other cleansing and beauty products.

L’Oreal currently markets over 500 brands and many thousands of individual products in all sectors of the beauty business: hair color, permanents, hair styling, body and skin care, cleansers, makeup and fragrances. The company’s products are found in a wide variety of distribution channels, from hair salons and perfumeries to hyper – and supermarkets, health/beauty outlets, pharmacies and direct mail On 17 March 2006, L’Oreal purchased cosmetics company The Body Shop for ? 562 million. The company has recently faced discrimination lawsuits in France related to the hiring of spokesmodels and institutional racism.

In the UK, L’Oreal has faced widespread condemnation from OFCOM regarding truth in their advertising and marketing campaigns concerning the product performance of one of their mascara brands. L’Oreal’s famous advertising slogan is “ Because I’m worth it”. In the mid 2000s, this was replaced by “ Because you’re worth it”. In late 2009, the slogan was changed again to “ Because we’re worth it” following motivation analysis and work into consumer psychology of Dr. Maxim Titorenko. The shift to “ we” was made to create stronger consumer involvement in L’Oreal philosophy and lifestyle and provide more consumer satisfaction with L’Oreal products.

L’Oreal also owns a Hair and Body products line for kids called L’Oreal Kids, the slogan for which is “ Because we’re worth it too” Product Line: Segmentation: Market segmentation: affluent middle class or upper class and thus did not make any distinct segmentation of the richer classes, preferring to regard them as a whole entity. The LOreal… Target Market of L oreal: 4P’s: \* Product: \* Price: \* Place: \* Promotion: Social Activities: References: http://en. wikipedia. org/wiki/L%27Or%C3%A9al#History http://www. studymode. com/essays/Marketing-Sgmentation-993553. html