

# Cosmetics and Personal



**ASSIGN  
BUSTER**

The L'Oréal 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 and pharmaceutical fields and is the

top nanotechnology patent-holder in the United States. [4] History: L'Oréal

got its start in the hair-color business, but the company soon branched out into other cleansing and beauty products.

L'Oréal 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'Oréal

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'Oréal 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'Oréal'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>