



THE BRAND FINANCE COSMETICS 50 2014

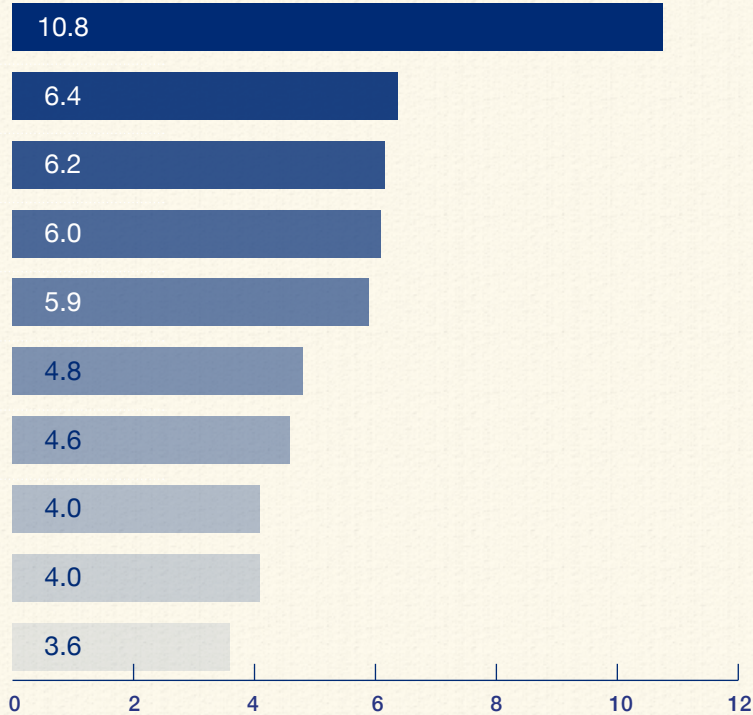


Top 10 Brands

Rank	Brand	Country
1	L'ORÉAL	
2	AVON	
3	PANTENE	
4	NIVEA	
5	Dove	
6	GARNIER	
7	ESTÉE LAUDER	
8	LANCÔME	
9	OLAY	
10	Johnson's	



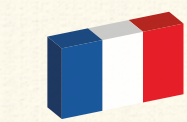
*Brand Value (US\$ Billions)



Top 5 Brand Portfolios



Country Winners



L'ORÉAL



AVON



NIVEA



Dove



SHISEIDO

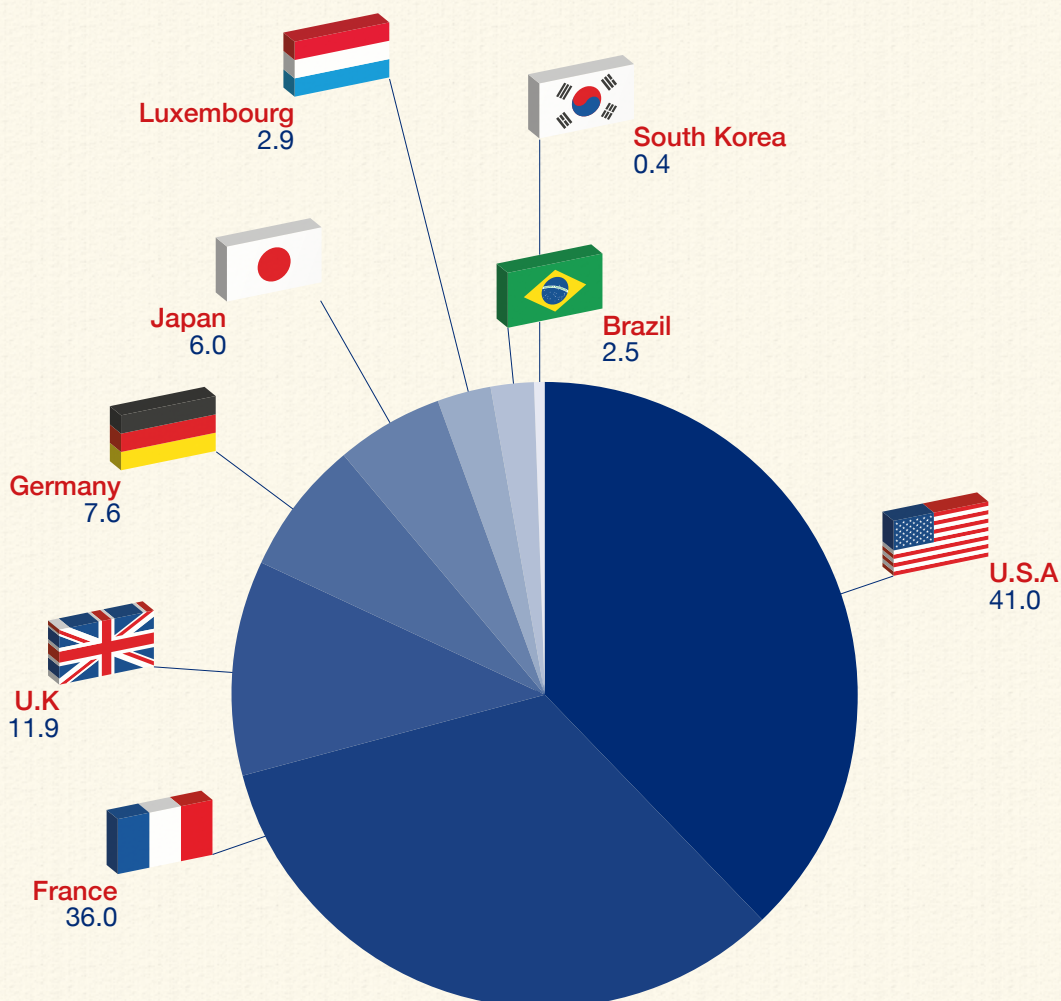


natura



Sulwhasoo

Total Brand Value by Country (US\$ Billions)



New Entrants

Old Spice
COVERGIRL
SUNSLK

Dropouts

Aveeno.
KÉRASTASE
PARIS
REDKEN
5TH AVENUE NYC

Winners

GARNIER + 2.2
Johnson's + 2.1
L'ORÉAL + 2.1

*Change in Brand Value (US\$ Billions)

Losers

Aveeno. - 2.5
CLEAR - 1.5
LANCÔME - 1.4

*Change in Brand Value (US\$ Billions)