



natural swedish cosmetics

Press release

4 February 2011

**Oriflame Cosmetics year end 2010 results conference call
Wednesday, 16 February**

Announcement

Oriflame Cosmetics will publish its report for the fourth quarter and year end 2010 at 07.15 CET on Wednesday, 16 February.

Conference call for the financial community

The company will host a conference call on Wednesday, 16 February at 09.30 CET.

Participant access numbers:

Sweden: +46 (0)8 506 269 00

UK: +44 (0)207 750 9905

US: +1 703 621 91 32

Luxemburg: +352 273 021 94

Switzerland: +41 (0)445 804 411

Confirmation code: 511687#

The conference call will also be audio web cast in "listen-only" mode through Oriflame's website: www.oriflame.com or by [clicking here](#).

Hosts: Magnus Brännström, CEO, and Gabriel Bennet, CFO.

For additional information, please contact:

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