



Press release

18 February 2011

## Disclosure Notice

### Disclosure notice in accordance with the Luxembourg transparency law

Oriflame Cosmetics S.A has received a disclosure notice from Lazard Asset Management LLC (LAM) with the following information:

"Please be advised, as of February 8, 2011, through transactions conducted on the open market, Lazard Asset Management LLC ("LAM") holds on behalf of its clients an aggregated position in the Company of 6,904,079 ADR or 12.12% of the outstanding shares. Of these 6,904,079 shares, LAM has only been granted proxy-voting rights on 5,046,977 or 8.85% of the outstanding. Lazard's percentage holding was based on the current shares outstanding of 56,980,228. There are no individual clients, which hold a position greater than 5%, with the exception of Lazard Funds Inc ("LFI") which holds an aggregated position in the Company of 2,881,334 or 5.06% of the outstanding shares.

The aggregation breakdown:

Oriflame Cosmetics SA Unspoon ADR	2,468,227 shares managed of which 389,756 have been granted us the right to vote proxy or 1,234,113 and 194,878 when converted.
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Oriflame Cosmetics SA	5,669,966 shares managed of which 4,852,099 have granted us the right to vote proxy.
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Please be advised that LAM is an asset manager and the beneficial ownership of the shares resides with the individual clients. However, LAM does retain investment discretion and the ability to vote proxy on the securities.

The undersigned also confirms that the investment does not aim to obtain control of the Company, being an investment that does not seek to change the current Company's management, controlling composition or administration."