



Press release

25 October 2011

**Oriflame Cosmetics third quarter results conference call
Thursday, 10 November**

Announcement

Oriflame Cosmetics will publish its report for the third quarter 2011 at 07.15 CET on Thursday, 10 November.

Conference call for the financial community

The company will host a conference call on Thursday, 10 November 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: 380718#

The conference call will also be audio web cast in "listen-only" mode through Oriflame's website www.oriflame.com or by <http://webcast.zoomvision.se/clients/oriflame/111110/>

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

For additional information, please contact:

Joakim Banestig, Sr. Director Oriflame IR, +41 79 103 35 21

Maria Mattsson, Zoom Vision, +46 73 449 74 16