



natural swedish cosmetics

Press release

15 October 2008

**Oriflame Cosmetics third quarter results conference call
Wednesday, 22 October 2008**

Announcement

Oriflame Cosmetics will publish its third quarter 2008 report at 07.15 CET on Wednesday, 22 October.

Conference call for the financial community

The company will host a conference call on Wednesday, 22 October at 09.30 CET.

Participant access numbers:

Sweden: +46 (0)8 5051 3794

UK: +44 (0)20 7806 1967

US: +1 718 354 1387

Luxemburg: +352 342 080 8656

Switzerland: +41 (0)43 456 9299

Confirmation code: 5154034

The conference call will also be audio web cast in "listen-only" mode through Oriflame's website:
www.oriflame.com.

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

For additional information, please contact:

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Oriflame Cosmetics is an international beauty company selling direct. The company began operations in 1967 in Sweden and has today a presence in 61 countries worldwide. Oriflame offers a wide portfolio of Swedish, natural, innovative, quality beauty products at affordable prices. To-date Oriflame has over 2.7 million consultants worldwide with annual sales exceeding € 1 billion. Oriflame offers the leading business opportunity for people who want to start making money the same day they join and then grow into a leadership role and fulfill their personal dreams and ambitions.