oriflame

natural swedish cosmetics

Press release 20 November 2007

Disclosure Notice

Oriflame Cosmetics S.A has received a disclosure notice from Lazard Asset Management LLC. Lazard has decreased the number of SDRs held in Oriflame Cosmetics S.A to 5,218,296 shares. This corresponds to 9.4% of the total number of outstanding shares (basic).

Oriflame is an international cosmetics company selling direct, with sales in 59 countries. Oriflame offers a complete range of high quality skincare, fragrances, colour cosmetics, toiletries and accessories, marketed through a Sales Force of independent Sales Consultants. Although the company has grown rapidly it has never lost sight of its original business concept - natural Swedish cosmetics, sold from friend to friend. Oriflame is a co-founder of World Childhood Foundation. Oriflame Cosmetics is listed on the Stockholm Exchange.