



Press release

25 July 2007

**Oriflame Cosmetics second quarter results conference call  
Wednesday, 1 August 2007**

**Announcement**

Oriflame Cosmetics will publish its second quarter 2007 report at 12.00 CET on Wednesday, 1 August 2007.

**Conference call for the financial community**

The company will host a conference call at 15.00 CET on Wednesday 1 August. The conference call will be web cast in "listen-only" mode through Oriflame's website: [www.oriflame.com](http://www.oriflame.com).

To participate in the conference call you are kindly requested to call +32 (0)2 290 1407. A replay of the conference will be available on the company website.

Hosts: Magnus Brännström, CEO, and Kevin Kenny, CFO.

**For additional information, please contact:**

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*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 Nordic Exchange.*