



24th August 2026

For the attention of:

Beatriz Molina

L'Oreal Gateway Central
187 Wood Lane
London, W12 7SA

Dear Beatriz,

With this letter, NIQ confirms that the information reported to L'Oréal (UK) Ltd on the Cosmetics Face market in the United Kingdom, 52 weeks period ending 08.08.2026 shows that Maybeline Eraser Instant Anti-Age brand had the highest value and unit sales in the Concealer sub-sector, within the Cosmetic Face category. Our report shows Total Coverage for the United Kingdom (GB+NI) Health, Beauty and Personal Care market.

Please note that:

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- Any L'Oréal UK claim that relies on NielsenIQ data must contain the following citation, including NielsenIQ's copyright:
 - o "Based on NIQ RMS data for Concealer sub-sector Cosmetics Face category. 52 weeks period ending 08/08/26 for the United Kingdom (GB+NI) total retail market (Copyright © 2026, Nielsen Consumer LLC)";
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Sincerely,

Helen Jones

Signed by: Helen Jones

Title: Head of Sales

Date: 4th September, 2026



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	VALUE SALES	UNIT SALES
MAYBELLINE ERASER INSTANT ANTI AGE	1	1
E.L.F. HYDRATING CAMO	2	3
MAYBELLINE FIT ME! CONCEALER	3	2

Source:

Based on NIQ RMS data for Concealer sub-sector Cosmetics Face category. 52 weeks period ending 08/08/26 for the United Kingdom (GB+NI) total retail market (Copyright © 2026, Nielsen Consumer LLC)