



**28<sup>th</sup> November 2025**

**Jennifer Moon**

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

Dear Jennifer,

This confirms that the information reported to L'Oréal (UK) Ltd on the Cosmetics Eye market in the United Kingdom for the 52 week period ending 01/11/25 shows that Maybelline Lash Sensational Sky High sub brand is ranked #1 in value and unit sales in Mascara sector in Cosmetics Eye category. Our report shows Total Coverage for the United Kingdom (GB+NI) Health, Beauty and Personal Care market.

Please note that:

- While we have provided the above written confirmation of what we report in your Cosmetics Eye database, NielsenIQ does not endorse any client claim.
- L'Oréal UK may only make use of our name in association with the information it may reference in its claim. L'Oréal UK may not state or imply that NielsenIQ is the source of the claim itself.
- Any L'Oréal UK claim that relies on NielsenIQ data must contain the following citation, including NielsenIQ's copyright:
  - "Source: ©2025 NielsenIQ data, Value & Unit Sales, Mascara sector, Cosmetics Eye market, (client defined), 52 w/e 01/11/25, United Kingdom (GB+NI), Total Coverage"
- This letter is valid for 12 months from the date of issuance.

A handwritten signature in black ink that reads 'C Boyce'.

Carron Boyce  
Consultant – Health, Beauty and Personal Care





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SUB BRAND	VALUE SALES	UNIT SALES
MAYBELLINE LASH SENSATIONAL SKY HIGH	1	1
MAYBELLINE LASH SENSATIONAL SKY HIGH COLOUR	2	5
L'OREAL TELESCOPIC	3	3
MAYBELLINE LASH SENSATIONAL SKY HIGH COSMIC	4	7
RIMMEL THRILL SEEKER EXTREME VOLUME MASCARA	5	8

Source:

©2025 NielsenIQ data, Value & Unit Sales, Mascara sector, Cosmetics Eye market, (client defined), 52 w/e 01/11/25, United Kingdom (GB+NI), Total Coverage

