



18th September 2025

Harvey Graham

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

Dear Harvey,

This confirms that the information reported to L'Oréal (UK) Ltd on the Cosmetics Face market in the United Kingdom for the 52 week period ending 06/09/25 shows that Maybelline Eraser brand is ranked #1 in value and unit sales within Cosmetics Face, Concealer sub-sector. 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 Face 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.
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 - "Source: ©2025 NielsenIQ data, Value and Unit Sales, Cosmetics Face, Concealer sub-sector, (client defined), 52 w/e 06/09/25, 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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	VALUE SALES	UNIT SALES
MAYBELLINE ERASER	1	1
MAYBELLINE FIT ME!	2	2
RIMMEL THE MULTI-TASKER	3	5

Source:

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