



6th August 2024

This confirms that the information reported to L'Oréal (UK) Ltd on the Cosmetics market in the United Kingdom for the 52 week period ending 13/07/2024 shows that Maybelline Eraser is ranked as the number one brand in value and unit sales within the Concealer Cosmetic segment. Our report shows Total Coverage for the United Kingdom (GB+NI) Health, Beauty and Personal Care market.

	VALUE SALES	UNIT SALES
MAYBELLINE ERASER	1	1
MAYBELLINE FIT ME!	2	2
ELF HYDRATING CAMO	3	4

Source:

©2024 NielsenIQ data, Value and Unit Sales, Cosmetics concealer category (client defined), 52 w/e 13/07/2024, United Kingdom (GB+ NI), Total Coverage