



Press Release

WWF recognises Oriflame's commitment to sustainable palm oil

Oriflame, the international beauty company selling direct, today announced that the company has been awarded 8.5 out of 9 points in the latest Palm Oil Buyers' Scorecard compiled by WWF – World Wide Fund For Nature (also known as World Wildlife Fund). Oriflame's commitment to sustainable palm oil reflects its strategy to improve environmental performance across four areas: sourcing key ingredients sustainably, reducing the company's greenhouse gas emissions, optimising water use and minimising waste.

WWF's Palm Oil Buyers' Scorecard is a snapshot of company performance on sustainable palm oil sourcing and use. The 2011 Scorecard measures over 130 major retailers and consumer goods manufacturers by looking at their commitment to, and use of, palm oil certified to the internationally recognised standards of the Roundtable on Sustainable Palm Oil (RSPO) Executive Board. The RSPO standard requires that palm oil is produced according to strict environmental and social criteria, without clearing primary forest or any land that is important for wildlife and communities.

Oriflame uses palm oil as an ingredient in numerous cosmetic formulations. Oriflame is a member of the RSPO and has made a commitment to buy all of the palm oil used in its products from certified sustainable sources. In 2010, Oriflame became the first major cosmetics brand in the world to fund sustainable palm oil production through the purchase of GreenPalm certificates covering 100% of the company's total palm oil consumption.

"We are proud to be recognised for our commitment to sustainable palm oil," said Magnus Brännström, CEO at Oriflame. "This ranking is an important step on Oriflame's journey, as we continue to focus on sourcing sustainable palm oil and increasing the sustainability credentials of all our products."

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Notes to Editors

The WWF Palm Oil Buyers' Scorecard 2011 is available for download:

www.panda.org/palmoilscorecard/2011

About Oriflame

Founded in 1967, Oriflame is a beauty company selling direct in more than 60 countries. Its wide portfolio of Swedish, nature-inspired, innovative beauty products is marketed through around 3.6 million independent Consultants, generating annual sales exceeding €1.5 billion.

Respect for people and nature underlie Oriflame's operating principles and are reflected in its social and environmental policies. Oriflame supports numerous charities worldwide and is a Co-founder of World Childhood Foundation. Oriflame Cosmetics is listed on the Nasdaq OMX Nordic Exchange.