

L'Oréal opens new subsidiary in Kenya

At an inauguration ceremony held last week, L'Oréal opened its new subsidiary in Kenya, which will be the hub for expanding the group's activities in East Africa, a region which also includes Uganda, Tanzania, Rwanda, Burundi and Ethiopia. The group's subsidiary in Nigeria opened in September.



By opening these two new subsidiaries in Africa, the L'Oréal Group is reaffirming its confidence in the region's growth potential. Through its mission to make beauty universal, the group is enabling access to quality products that meet all beauty needs.

L'Oréal has been operating in South Africa since 1963, and its presence in the Africa, Middle East zone now comprises nine subsidiaries, a hair and skin care products plant in Midrand, and a Research and Innovation testing centre, both in Johannesburg.

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