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# *DURATION OF COSMETIC PRODUCT USE*

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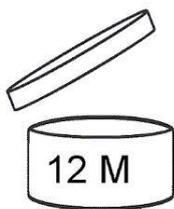
The duration of cosmetic product use is based on two complementary factors: the date of minimum durability of a cosmetic product or expiry date and the maximum duration of product use after opening or Period After Opening (PAO).

## **DATE OF MINIMUM DURABILITY (EXPIRY DATE)**

The expiry date is the limit date until which the cosmetic product, stored under appropriate conditions, fulfills its function. Beyond that date, the use is no longer guaranteed. The date is preceded by the statement 'Best before ...' and followed by either the date itself or a statement of where the date can be found on the labeling. The date is written in the form of the month followed by the year (e.g.: 06/2014) or by the day followed by the month and year (e.g.: 01/06/2014). The European regulations do not require the date when the minimum durability is greater than 30 months. For that reason, the date is not indicated on a large number of our cosmetic product labels. When the minimum durability of our cosmetic products is less than 30 months, the date is shown on the product labeling in strict compliance with the regulations.

## **MAXIMUM DURATION OF USE AFTER OPENING (PERIOD AFTER OPENING - PAI)**

The period after opening is the maximum duration over which the cosmetic product may be used by the consumer after product opening. During that period, the cosmetic product remains compliant with the general safety requirements and does not undergo any deterioration under normal conditions of use. The PAO is represented by an explicit symbol showing an open pot of cream followed by the duration of use expressed in months.



The symbol opposite indicates a PAO of 12 months.

Indication of the duration and hence display of the symbol on the product labeling is mandatory only when the expiry date is greater than 30 months. In contrast, the duration is not mandatory for certain categories whose compositions are such that there is no risk of deterioration liable to affect the safety of the product (fragrance, aerosol, spray, etc.) or for single-use products.

Obviously, the PAO varies depending on cosmetic product category, composition, texture and type of packaging, which may or may not promote exposure to the air. Packaging a cosmetic product in a tube enables a longer PAO relative to a pot. The PAO is generally 6 months for mascaras and eyeliners, 12 months for moisturizing creams, sunscreen products and lipsticks and 24 months for nail varnish, fragrances, eye shadows and powders.

We recommend not using a cosmetic product after its expiry date or when its period after opening has expired.

**L'ORÉAL**