

MARCH 2009

TURNOVER

(Millions of Euros)

	2007	2008	%
Italian Market Turnover	5.975,2	6.028,0	0,9
<i>Traditional Channels</i>	<i>5.172,0</i>	<i>5.248,0</i>	<i>1,4</i>
Chemists	742,9	770,8	3,8
Perfumeries	1.306,4	1.292,6	-1,1
Mass Distribution and Other Channels (*)	2.712,4	2.751,9	1,5
Door to Door Sales and Mail Order Selling	410,3	432,7	5,5
<i>Professional Channels:</i>	<i>803,2</i>	<i>780,0</i>	<i>-2,9</i>
Beauticians Sales	139,3	136,8	-1,8
Hairdressing	663,9	643,2	-3,1
Export	2.265,8	2.313,0^(**)	2,1
Total Turnover of Cosmetic Industry	8.241,0	8.341,0	1,2

(*) Including herbalist shops with a 2007 turnover of 158,6 millions of euro and al 2008 turnover of 164,5 millions of euro, with an increase of 3,7%.

(**) 12 months estimated.