

MARCH 2010

TURNOVER

(Millions of Euros)

	2008	2009	%
Italian Market Turnover	6.037,6	6.057,8	0,3
<i>Traditional Channels</i>	<i>5.253,1</i>	<i>5.312,3</i>	<i>1,1</i>
Chemists	770,8	795,3	3,2
Perfumeries	1.292,6	1.246,8	-3,5
Mass Distribution and Other Channels (*)	2.757,0	2.828,0	2,6
Door to Door Sales and Mail Order Selling	432,7	442,2	2,2
<i>Professional Channels:</i>	<i>784,5</i>	<i>745,5</i>	<i>-5,0</i>
Beauticians Sales	146,5	140,0	-4,5
Hairdressing	638,0	605,5	-5,1
Export	2.305,3	2.079,4^(**)	-9,8
 Total Turnover of Cosmetic Industry	 8.342,9	 8.137,2	 -2,5

(*) Including herbalist shops with a 2008 turnover of 164,5 millions of euro and al 2009 turnover of 172,6 millions of euro, with an increase of 4,9%.

(**) 12 months estimated.