

Welcome to  
Beauty Land

# TOP SIX BEAUTY CORPORTATIONS AND ALL THE BRANDS THEY OWN

## 1. L'Oréal owns all of the following beauty brands:

### Skincare Brands in their L'Oréal Luxe Division

Lancome Paris  
Kiehl's  
Yves Saint Laurent Beauté  
Biotherm  
Helena Rubinstein  
Shu Uemura  
It Cosmetics  
Yuesai (Chinese Brand)  
Youth to the People  
Aesop

### Skincare Brands in their Consumer Products Division

L'Oréal Paris – their namesake brand  
Garnier  
3CE by Stylenanda (Korean brand)  
Mixa  
Thayers  
La Provençale

### Skincare Brands in their Dermatological Products Division

La Roche Posay  
Vichy Laboratoires  
CeraVe  
Skin Ceuticals  
Skinbetter Science

## 2. Unilever owns all of the following beauty brands:

### Skincare Brands in their Consumer Products Division

Dove  
Dove Men  
Simple  
Shea Moisture

### Skincare Brands in their Prestige Products Division

Dermalogica  
Paulas Choice  
Tatcha  
Hourglass  
Living Proof  
Murad  
Kate Somerville  
Ren  
Garancia

Unilever also used to own Elida Beauty which was sold to a **private equity firm in 2024**. It included beauty brands such as **Ponds and St Ives**.

## 3. The Estée Lauder Companies owns all of the following beauty brands:

Aveda  
Clinique  
Darphin Paris  
Deciem – The abnormal Beauty Company  
Dr Jart+  
Estée Lauder  
Glam Glow  
La Mer  
Lab Series (Men's Brand)  
NoiD  
Origins  
The Ordinary  
Tom Ford Beauty

## 4. Shiseido owns all of the following beauty brands:

(Sold to CVC Capital Partners a **British Equity Firm**)

### Brands under Shiseido include

#### Prestige Brands

Baum  
Benefique  
Cle De Peau  
Dr Dennis Gross Skincare  
Drunk Elephant  
Effectim  
Gallinee Skincare  
Ipsa

#### Premium Brands

Anessa  
Aqualabel  
Aupres  
Dprogram  
Elixir  
HAKU  
PRIOR  
Revital  
Urara

## 5. Procter & Gamble owns all of the following beauty brands:

Native (Entry level low cost brand)  
Olay (Low /Mid-Range Brand)  
SK II (High-End Brand)  
(cheapest product 75USD – face cleanser; Most expensive \$400USD , 50ml, ultimate revival cream)

## 6. Johnson & Johnson owns all of the following beauty brands:

Aveeno  
Clear & Clear  
Beijing Dabao  
Le Petit Marseillais  
Neostrata  
Exuviance  
Neutrogena  
Lubriderm  
OGX

### OTHER MISC NOTABLE BRAND OWNERSHIP

**Revlon** – **Privately owned** by **venture capitalist firms**. I am sure they are not interested in profits at all cost. Also under the Revlon umbrella is **Elizabeth Arden**.

**Clarins** – Fully Independent and **100% Family owned** to this day.

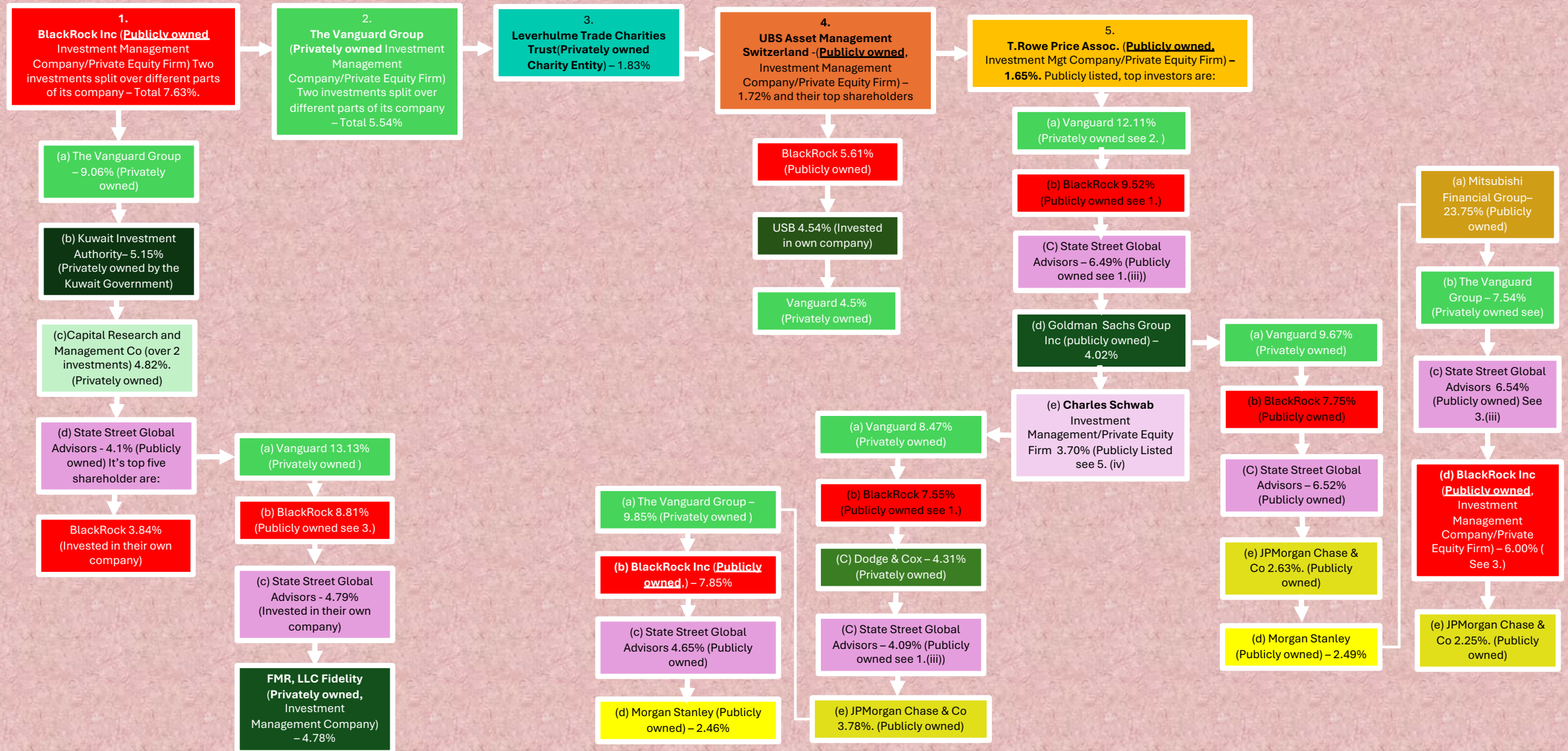
**Nivea** - Beiersdorf (Germany's largest Beauty Company)

# 1. LOREAL (FRENCH COMPANY) – TOP SHAREHOLDERS ARE:

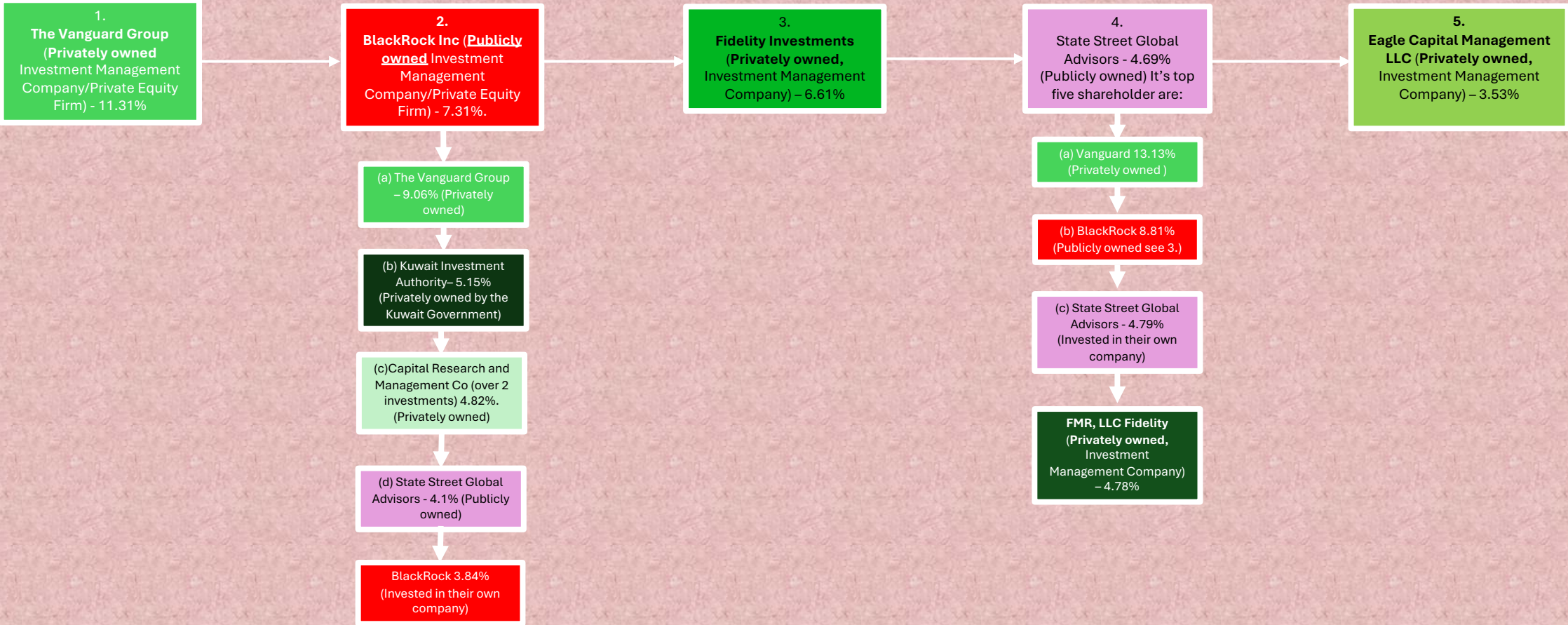


Information Source for Loreal ownership: Investing.com (Feb 2026)

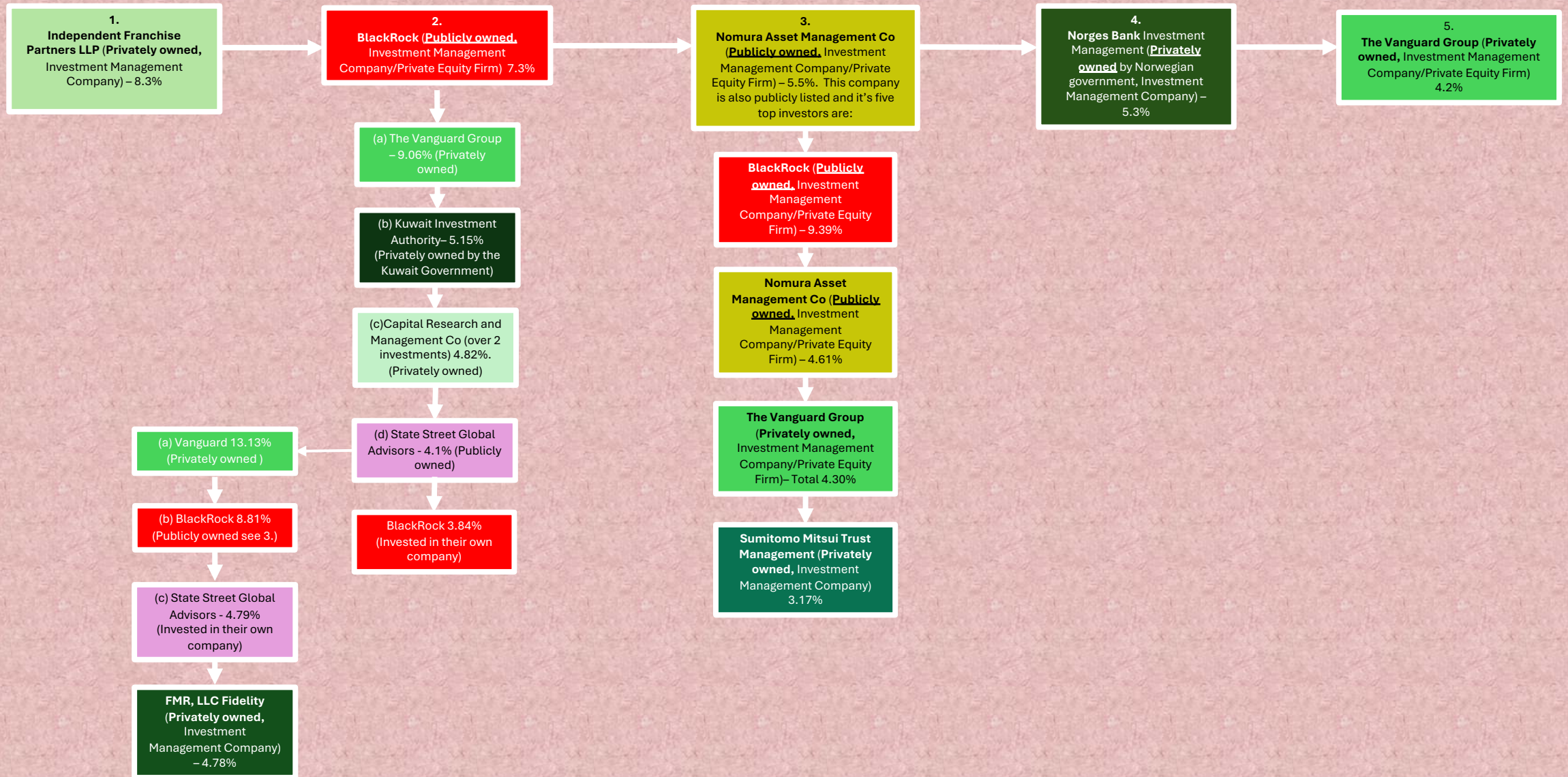
## 2. UNILEVER (BRITISH COMPANY) – TOP SHAREHOLDERS ARE:



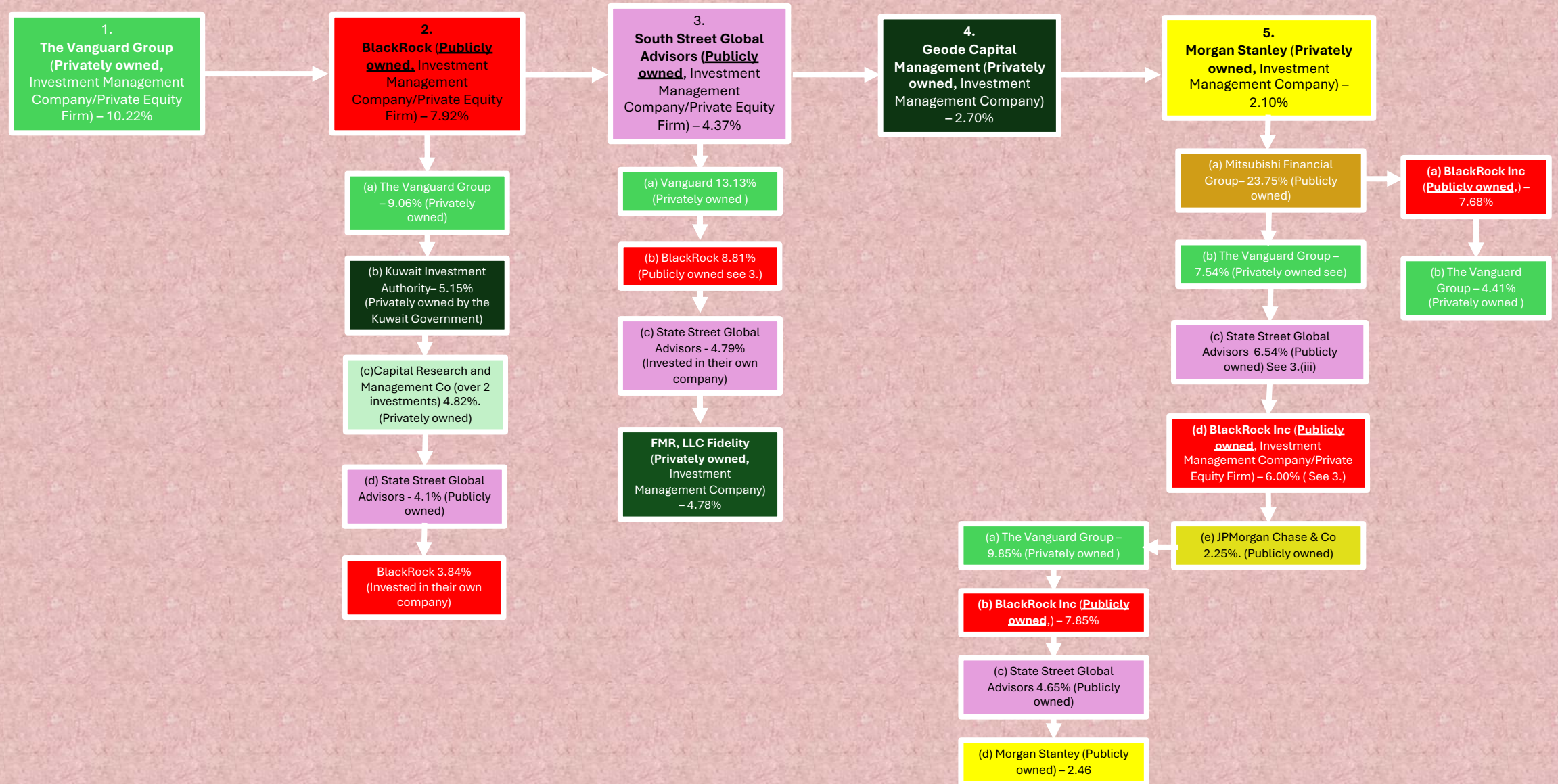
# 3. ESTEE LAUNDER (AMERICAN COMPANY) – TOP SHAREHOLDERS ARE:



# 4. SHISEIDO (JAPANESE COMPANY) – TOP SHAREHOLDERS ARE:



# 5. PROCTOR & GAMBLE (AMERICAN COMPANY) – TOP SHAREHOLDERS ARE:



# JOHNSON & JOHNSON (AMERICAN COMPANY) – TOP SHAREHOLDERS ARE:

