L'Oreal – South African trademarks

Updated 8 November 2026

L'Oréal is the French global beauty company. Its portfolio covers make-up, skin care, hair care and fragrance, with brands such as L'Oréal Paris, Garnier, Maybelline and Lancôme.

How L'Oreal has built and protected its brands in South Africa – its trademark portfolio, where it expanded, how quickly its marks are registered, and who it competes with.

#14
largest trademark owner in South Africa (of 121,626)

2,018
trademarks filed

44
different logos published since 2020

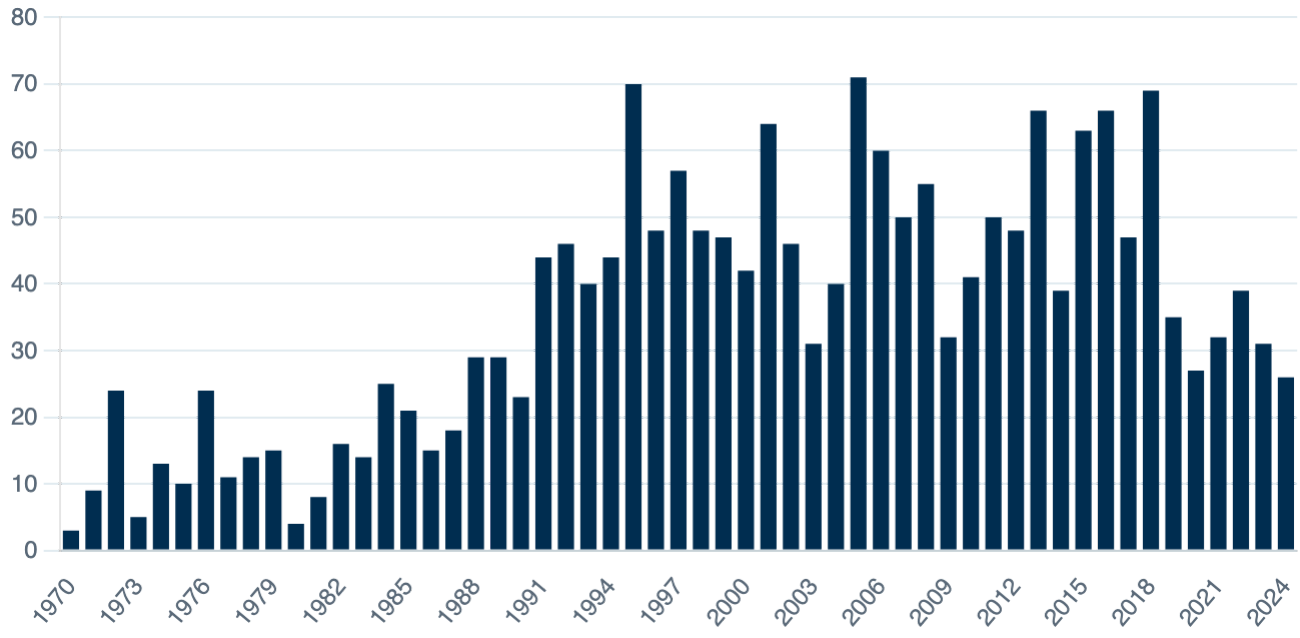
27
of 45 classes used

1930
first trademark filed

393
filed in the last 10 years

A portfolio built over time

L'Oreal filed its first South African trademark in 1930 and has filed 2,018 since; its busiest year was 2005, with 71 new filings. The chart shows its filings per year from 1970.



Trademarks by filing year, up to 2024; applications still pending are not included.

The names behind the portfolio

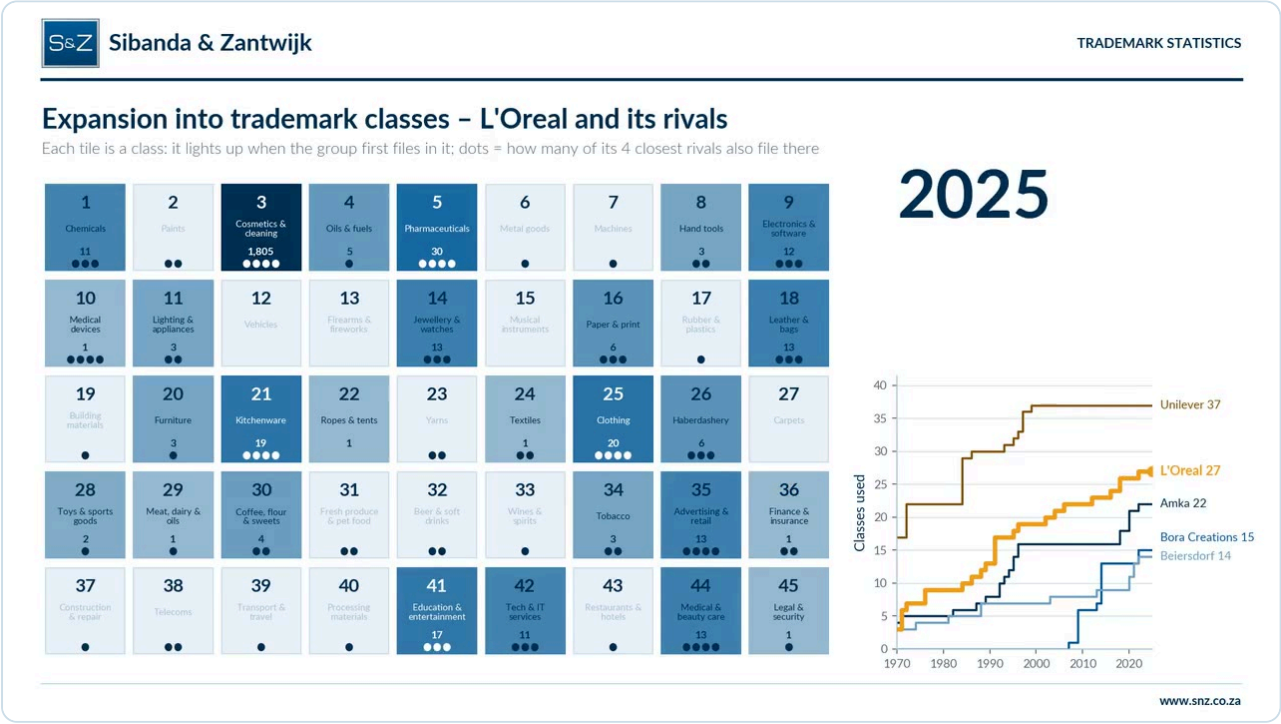
Over the years the group has filed under several names – earlier company names, holding companies and subsidiaries. We count them together.

NAME	MARKS	FILING YEARS
L'Oreal	1,791	1930–2025
Lancome Parfums Et Beaute and Cie	189	1964–2017
Yves Saint Laurent Parfums	146	1965–2023
Yves Saint Laurent	31	2000–2021
L Oreal	28	1982–2023
L'Oreal UK	23	2008–2022
Yves Saint Laurent Sarl Societe A Responsabilite	20	1966–2005
L'Oreal South Africa	16	1974–2005

Where L'Oreal expanded its business

Trademark classes show what a business sells. L'Oreal's portfolio is concentrated in cosmetics & cleaning (class 3), pharmaceuticals (class 5), clothing (class 25). Its most recent moves were into finance & insurance (2022), textiles (2018), toys & sports goods (2018).

L'Oreal trademarks: expansion into trademark classes, 1970–2025



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/loreal-south-african-trademarks/class-expansion-video.html

Each tile is a class; it lights up when the group first files in it and darkens with more filings; the dots show how many of its closest rivals also file in that class. The chart compares the number of classes used with its rivals. The video runs from 1970; classes entered earlier are lit from the start.

CLASS	MARKS	SHARE	SINCE
3 Cosmetics & cleaning	1,805	89.4%	1930
5 Pharmaceuticals	30	1.5%	1967
25 Clothing	20	1.0%	1966
21 Kitchenware	19	0.9%	1976
41 Education & entertainment	17	0.8%	2002
35 Advertising & retail	13	0.6%	2012
44 Medical & beauty care	13	0.6%	2004
14 Jewellery & watches	13	0.6%	1971

The brands L'Oreal protects most

The word marks and logo names L'Oreal has filed most often – the same brand filed in more classes, in more versions or again over the years.

#	BRAND	TRADEMARKS	CLASSES	FILED
1	SAINT LAURENT RIVE DROITE	23	12	2018–2018
2	ALEXANDRE DE PARIS	12	12	1991–1991
3	LANCOME	9	9	1947–1978
4	YSL	9	6	1997–2021
5	SAINT LAURENT	8	8	2012–2023
6	YSL YVES SAINT LAURENT	8	8	1965–1994
7	L'OREAL PROFESSIONNEL	7	7	1996–1996
8	SAINT LAURENT PARIS	7	7	2012–2012
9	RIVE GAUCHE	6	5	1970–2000
10	YVESSAINTLAURENT	5	5	1993–2000
11	EM MICHELLE PHAN	5	4	2013–2013
12	A MARRAKECH THE	4	4	1995–1995
13	C.R.A.F.T.	4	4	2001–2002
14	DENSITIVE	4	4	2006–2006
15	ESSIE HANDS ALL IN	4	4	2022–2022

Logos filed most often (since 2020)

SAINT LAURENT RIVE DROITE

18 filings · 14 classes

NYX PROFESSIONAL MAKEUP PROFIX STICK

12 filings · 2 classes

essie hands all in

5 filings · 4 classes

IDÔLE POWER

4 filings · 1 class

For Women in Science FONDATION L'ORÉAL

3 filings · 3 classes

VICHY LABORATOIRES

3 filings · 2 classes

RÉNERGIE H.P.N. 300-PEPTIDE CREAM

3 filings · 1 class

DARK AND LOVELY AU NATURALE

3 filings · 1 class

GO GAL

2 filings · 2 classes

SKINCEUTICALS AESTHETICS PRECISE-HA FILLER

2 filings · 2 classes

L'Oreal's logos

The 44 different logos L'Oreal has had published since 2020 – each logo shown once, however many classes or versions it was filed in. Logos protected in more classes come first.



14 classes



4 classes



3 classes



2 classes



2 classes



2 classes



2 classes



2 classes



2 classes



1 class

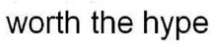


1 class

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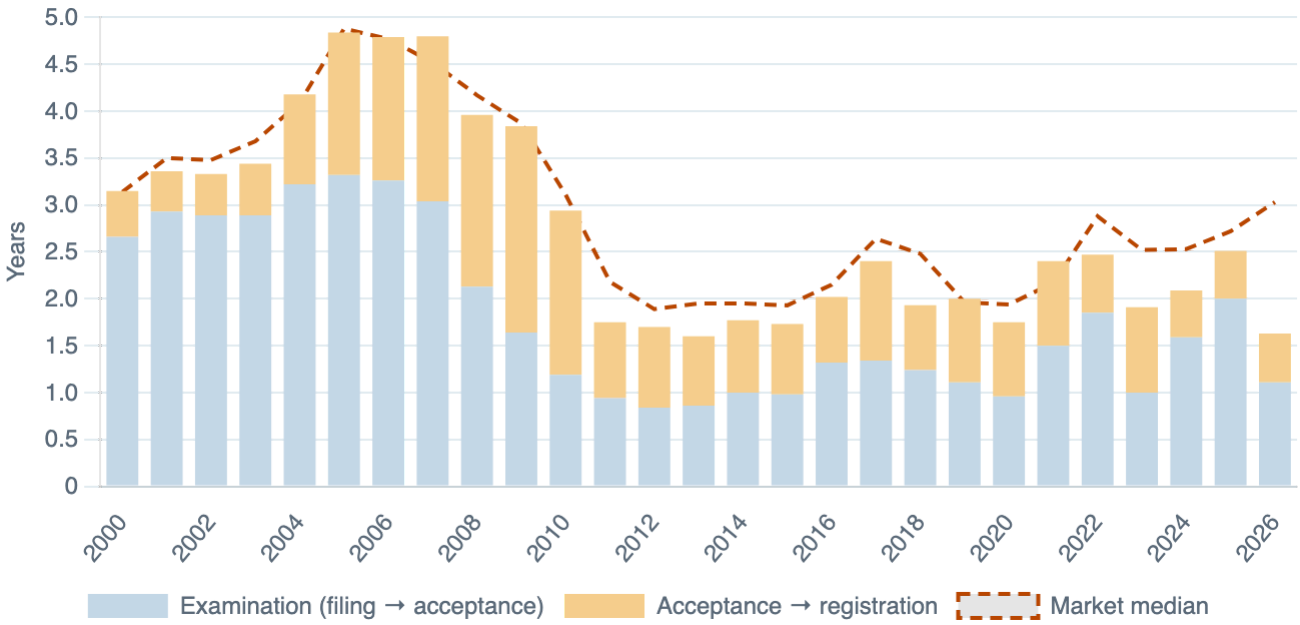
1 class

1 class

Full logo list on the online version of this page.

How quickly its trademarks are registered

Over the last five years, L'Oreal's marks took a median of **2.3 years** from filing to registration, faster than the market's 2.7 years. Most of that time is examination: 1.5 years from filing to acceptance (market: 1.9). Registration itself follows about half a year after acceptance.



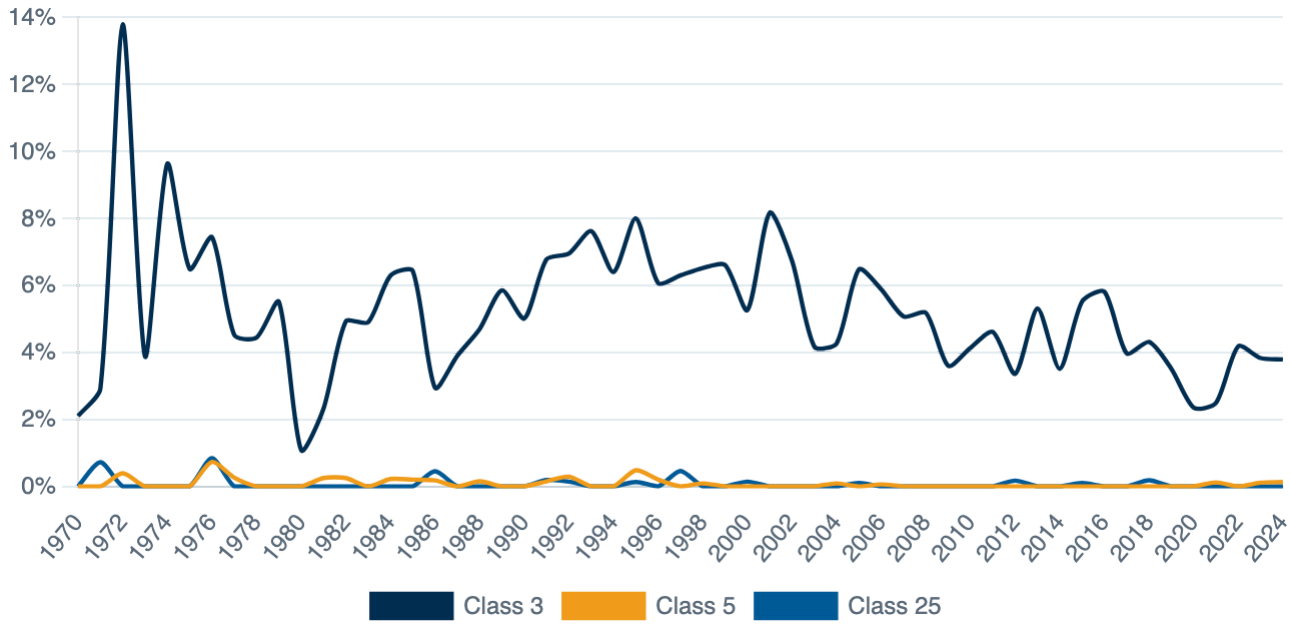
Median years from filing to registration per registration year, split into examination (filing → acceptance) and acceptance → registration; the dashed line is the market median. A high recent value means older applications came through that year.

Who files the most in L'Oreal's classes

Ranked by **number of trademarks filed in L'Oreal's main classes** – any company that files there, whatever else it does (including retailers' own brands). This shows L'Oreal's market position, not

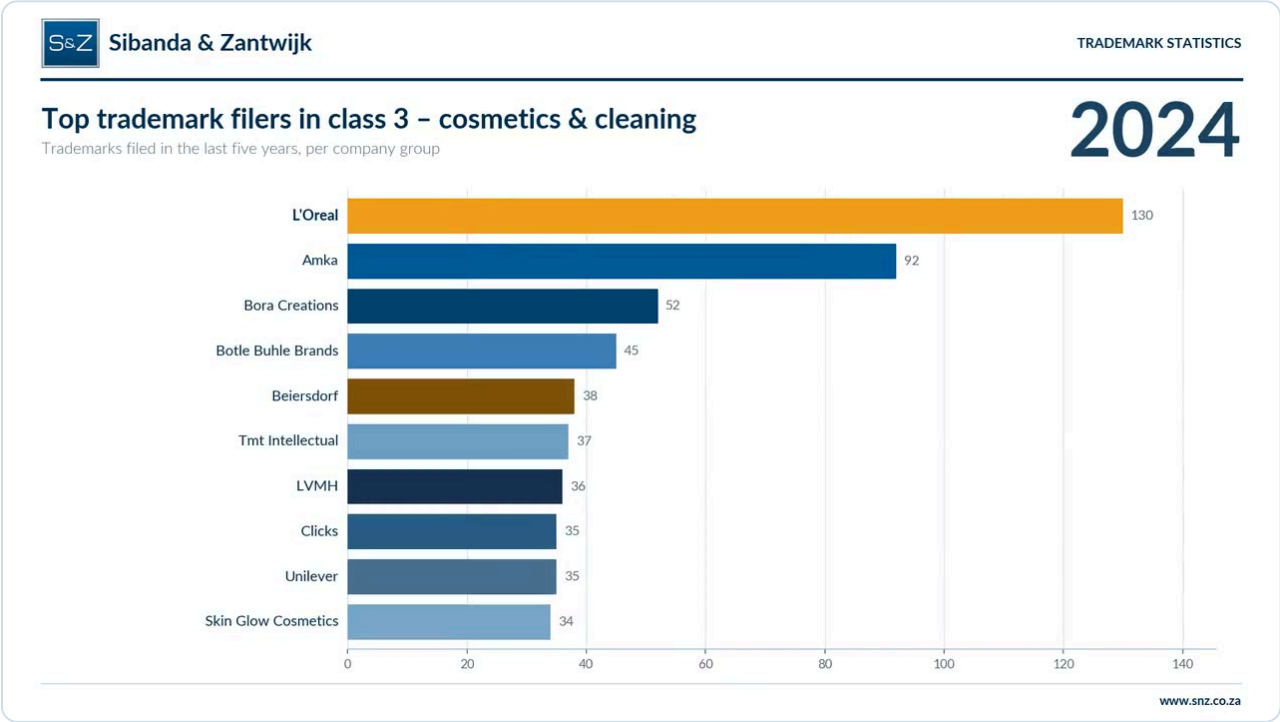
> who is most like it.

In the last five years, L'Oreal was **#1** of 1,836 filers in class 3 (cosmetics & cleaning), with 130 of 3,958 trademarks; **#289** of 2,050 filers in class 5 (pharmaceuticals), with 4 of 6,111 trademarks.



L'Oreal's share of all trademarks filed in each of its main classes, per filing year.

Top trademark filers in class 3 (cosmetics & cleaning), South Africa 1975–2024: L'Oreal



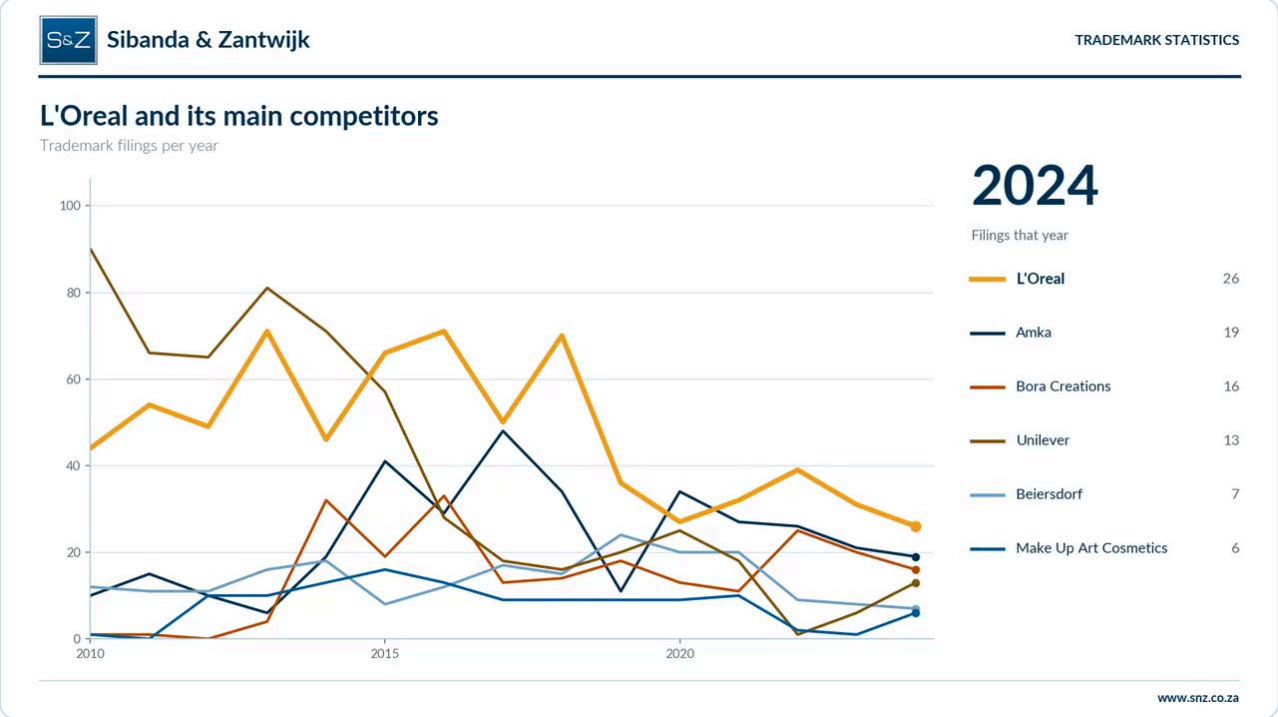
Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/loreal-south-african-trademarks/class-3-race-video.html

Main competitors – the companies most like L'Oreal

> Ranked by **how similar their whole trademark portfolio is to L'Oreal's** – the same mix of classes and the same words in their marks – **not by size**. Large filers in its classes that do something different rank lower here.

L'Oreal's closest competitors in South Africa are Amka, Bora Creations, Beiersdorf and Unilever.

L'Oreal trademarks vs competitors: filings per year, 2010–2024



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/loreal-south-african-trademarks/competitors-video.html

Trademark filings per year: L'Oreal (orange) and its five closest competitors.

#	COMPANY	RELATIONSHIP	SIMILARITY
1	Amka	Direct competitor	100%
2	Bora Creations	Direct competitor	98%
3	Beiersdorf	Direct competitor	97%
4	Unilever	Direct competitor	94%
5	Make Up Art Cosmetics	Direct competitor	94%
6	Clinique Laboratories	Direct competitor	91%
7	Colgate-Palmolive	Direct competitor	90%
8	LVMH	Direct competitor	89%
9	Procter & Gamble	Direct competitor	85%
10	Indigo Brands	Direct competitor	85%

Similarity of trademark activity since 2015 (classes and words used in marks). Retailers appear where their own brands compete on the shelf.

L'Oreal – relevant export countries

South Africa exported **US$3.1 billion** of the goods L'Oreal's main classes cover in the last year – cosmetics; care; make-up; lotions (class 3); dietary supplements; nutritional supplements; skin; medicated (class 5); clothing; gloves; footwear; belts (class 25); brushes; containers; dishes; sponges (class 21); jewellery; watches; bracelets; necklaces (class 14). Combining where these goods are exported, imported, growing and made (and copied), and what protection costs, these are the markets where L'Oreal's trademarks matter most.

Worldwide

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	United States of America	78	US$290 m	-2%	National	US$3,425
2	European Union	74	US$158 m	+1%	National	US$2,388
3	United Kingdom	69	US$57 m	-4%	National	US$1,371
4	Namibia	63	US$445 m	+5%	ARIPO	US$450
5	Japan	63	US$12 m	-5%	National	US$1,774
6	Botswana	61	US$418 m	-1%	ARIPO	US$450
7	Canada	61	US$10.0 m	-4%	National	US$2,192
8	Australia	61	US$39 m	-5%	National	US$2,380
9	Hong Kong SAR	59	US$9.5 m	+2%	National	US$1,715
10	United Arab Emirates	59	US$170 m	+7%	National	US$14,375

Africa

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	Namibia	63	US$445 m	+5%	ARIPO	US$450 S&Z
2	Botswana	61	US$418 m	-1%	ARIPO	US$450 S&Z
3	Zimbabwe	57	US$228 m	-2%	ARIPO	US$450 S&Z
4	Nigeria	55	US$39 m	-15%	National	US$1,015 S&Z
5	Mozambique	54	US$194 m	-16%	ARIPO	US$450 S&Z
6	OAPI (17 states)	53	US$26 m	+0%	National	US$1,563 S&Z
7	Malawi	52	US$48 m	+4%	ARIPO	US$450 S&Z
8	Tanzania	52	US$39 m	-16%	ARIPO	US$450 S&Z
9	Algeria	49	US$1.1 m	+13%	National	US$1,445
10	Uganda	49	US$13 m	-8%	ARIPO	US$450 S&Z

SA exports = South Africa's exports of these goods to the market in the last year. Ranked with the default weightings. Score 0–100 from South Africa's exports of the goods to the market, net imports, import growth, foreign

trademark filings, where the goods are made, market size and the cost of protection. Costs are total fees (official and professional) to file in 5 classes; ARIPO costs are per country, plus US$301 once per ARIPO application; S&Z = S&Z's own all-in price. Goods are taken from the classes and specifications, so the ranking is indicative.

Trade data: CEPII BACI (version 202601, trade flows 2022–2024), Licence Etalab 2.0; aggregated and combined with other data by S&Z.

Protecting its top brands in Nigeria and OAPI with S&Z

BRAND	CLASSES	NIGERIA	OAPI (17 STATES)
SAINT LAURENT RIVE DROITE	12	US$2,436	US$2,856
ALEXANDRE DE PARIS	12	US$2,436	US$2,856
LANCOME	9	US$1,827	US$2,302
YSL	6	US$1,218	US$1,748
SAINT LAURENT	8	US$1,624	US$2,117

S&Z all-in prices per brand in its number of classes, filing to registration.

Rank the countries for your own goods and get the quotes.

Word marks you may have considered opposing

> For L'Oreal's five most-filed brands: word marks of **other companies** (not L'Oreal's own group) that our similar word mark search, SimTM, found in the brand's own classes, and that we consider **confusingly similar** – from the earliest match found to today.

Similar to ALEXANDRE DE PARIS (classes 3, 21, 25; searched 2018-01-31 to 2026-11-07)

No confusingly similar marks of other companies found in this period.

Similar to LANCOME (classes 3, 5, 21, 25; searched 2018-12-19 to 2026-11-07)

No confusingly similar marks of other companies found in this period.

Similar to SAINT LAURENT RIVE DROITE (classes 21, 25; searched 2018-03-28 to 2026-11-08)

No confusingly similar marks of other companies found in this period.

Similar to YSL (classes 3, 9, 14, 18, 25, 35; no close matches in the search)

No confusingly similar marks of other companies found.

Similar to SAINT LAURENT (classes 3, 4, 9, 14, 18, 21, 25, 35; searched 2018-03-28 to 2026-11-08)

No confusingly similar marks of other companies found in this period.

Similarity of the words only. Whether a mark could have been opposed depends on the goods and services, the reputation of the brand and the facts – S&Z can advise. New marks like these are what SimTM watch reports as they

are published.

How S&Z can help you

> S&Z does not just file trademarks. We are a technology-first firm that manages trademarks – analysing your data, monitoring competitors and making sure your trademark assets remain protected.

We manage your trademarks – not just file them

Analysing your data, monitoring competitors and making sure your trademark assets remain protected:

Renewal management

Every renewal date in your portfolio tracked and paid online.

Competitor watch

Get real-time competitor analysis.

Similar-mark watch

New word marks that come close to yours, found as they are published using SimTM.

Expansion into Africa

Lowest-cost trademark expansion into Africa - Nigeria, OAPI.

Filing and renewal at fixed, all-inclusive prices

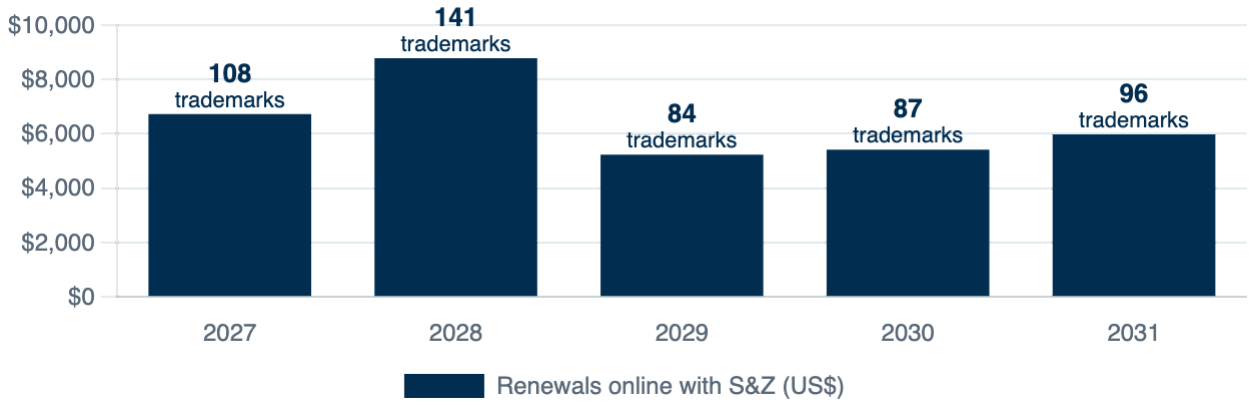
S&Z prices – South African trademarks

Filing, first class – incl. official fee, examination report, routine office action, acceptance, publication, registration and e-certificate	US$240
Each additional class of the same mark, filed at the same time	US$225
Renewal online, per class (every 10 years from filing)	R1,027 ≈ US$62.29

Renewal in rand; US$ at R16.49 per US$.

L'Oreal's next five years of renewals

516 of L'Oreal's registered marks reach their ten-year renewal date in 2027–2031. Renewed online with S&Z, that costs about **US$32,141** over the five years.



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