

# L'Oréal España SA in Beauty and Personal Care (Spain)

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## Abstracts

In 2016, L'Oréal España consolidated the path it set upon in 2015, with growing importance being given to retail operations. In 2014, L'Oréal announced the signing of a definitive agreement to acquire NYX Cosmetics, a colour cosmetics retailer which entered Spain at the end of 2015. In 2016, the company opened the first Urban Decay outlet in Madrid, Spain. Over the coming years, new openings of both NYX and Urban Decay are expected to take place.

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