

# **April Ltd in Beauty and Personal Care (Israel)**

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Date: April 2017

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: A6033BB3605EN

### **Abstracts**

April is the leading beauty specialist retailer in the Israeli market. The company focuses on maintaining a high level of customer service, while also continuing to invest in expanding its product portfolio. In 2015, it entered the hair care category, while in 2016 it expanded its niche fragrance offerings. In addition, the company launched a private label line in 2016, offering skin care and nail care products.

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