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# Aritaum by AmorePacific Corp in Beauty and Personal Care (South Korea)

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## Abstracts

Aritaum is a beauty specialist retailer owned by AmorePacific Corp, which mainly offers mass brands cosmetics and personal care that the company produces. Aritaum hires beauty consultants called “beauty partners”, and it offers face-to-face consulting service on its customers’ skin type and gives advice on the correct products to use. Based on this premium service, the retailer plans to expand the number of its outlets not only in South Korea but across most Asian countries over the forecast...

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