

# Avon Colombia Ltda in Beauty and Personal Care (Colombia)

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Date: August 2014

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: A034E0D8763EN

## Abstracts

Avon Colombia Ltda's strategic direction is based on preserving and increasing its share in the beauty and personal care market. Along with those beauty and personal care sales which are important for the company, Avon is focused on offering a complete group of products including a varied list of apparel and accessories. The company recently launched a fragrance featuring Paola Turbay, TV hostess and former national beauty pageant winner, to be in line with the trend in using local celebrities.

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