

Beiersdorf Hair Care Hubei Co Ltd in Beauty and Personal Care (China)

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Abstracts

Over the forecast period Beiersdorf Hair Care Hubei will continue to push its hair care products by providing local brands under the Slek, Maestro, S-Dew and Hair Song brands. With the establishment of the Beiersdorf Asia Innovation Centre, located in Wuhan, in Oct 2012, the pace of innovation is expected to be faster for Beiersdorf in the forecast period. About three series of products under Slek and Maestro are slated to be launched by the company in 2013, which are expected to contribute to...

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