

# Beiersdorf (Switzerland) AG in Beauty and Personal Care (Switzerland)

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## Abstracts

Beiersdorf is expected to seek to maintain its position within beauty and personal care and continue investing in advertising and innovation. The company has recently deployed its “Focus on Skin care. Closer to Markets” strategy, and aims to continue providing high-quality, trustworthy products, while decreasing its environmental impact and positively influencing society. It is expected that its star brand, Nivea, will continue to be the focus of major interest for the company.

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