

# Belstar SA in Retailing (Colombia)

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## Abstracts

Belstar with Esika, L'Bel and Cyzone brands continues to work to strengthen its position as a multichannel company with more than 230,000 representatives, as well as its own stores and internet sales. The company is strongly focused on getting closer to its final consumers with an increasing presence in social networks and the launch of interactive online tools, which complement the advice provided by its expert direct selling force that remains as the core business of the company.

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