

# Bodim Port Oy in Beauty and Personal Care (Finland)

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## Abstracts

As a representative of The Body Shop chain in Finland, Bodim Port's key aim is to offer environmentally-friendly, high-quality beauty and personal care products that support responsible and sustainable development. The company aims to increase consumer awareness of the importance of minimised and recycled packaging as well as boost the popularity of non-animal tested and Community Fair Trade products. The firm is focusing on online sales and partnerships, such as cooperation with the hypermarket...

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