

Body Shop Canada Ltd, The in Beauty and Personal Care (Canada)

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Abstracts

Faced with growing competition in natural positioned beauty care, The Body Shop Canada is building its image and marketing around its long-standing and well-established presence in the natural beauty arena. The company also emphasises its overall commitment to environmental and social causes, and that it does not test its products on animals. In early 2014, Cruelty Free International and The Body Shop called on the Canadian government to ban animal testing for cosmetic purposes. A petition...

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