

# Botica Comercial Farmacêutica Ltda in Beauty and Personal Care (Brazil)

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## Abstracts

Botica Comercial Farmacêutica, the owner of O Boticário beauty specialist retailer, continues to focus on a broad strategy to maintain its strong pace of growth. Currently, Boticário Group operates through three other businesses within the beauty and personal care market: quem disse, berenice? (targeting mainly teenagers); The Beauty Box (emphasis on multiple premium products) and Eudora (through a direct selling system and physical stores).

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