

# Botica Comercial Farmacêutica Ltda in Retailing (Brazil)

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## Abstracts

Botica Comercial Farmacêutica Ltda, the owner of O Boticário, continues to have a broad strategy to maintain a strong growth pace. This combines the expansion in the number of its outlets, with large investments in marketing campaigns, such as TV advertisements, and the launch of many new products, ranging from new fragrances to limited edition colour cosmetics.

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