

Colgate-Palmolive España SA in Beauty and Personal Care (Spain)

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Abstracts

Following the action taken by Colgate-Palmolive over the review period, with the acquisition of the well-known brand Sanex which allowed the company to increase the importance in certain categories such as deodorants, Colgate-Palmolive is set to continue expanding its portfolio. One of the first areas will be electric toothbrushes, where an agreement with Omron will result in the launch of this new set of products into Spanish oral care over the coming years.

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