

# Colgate-Palmolive Indústria e Comércio Ltda in Beauty and Personal Care (Brazil)

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## Abstracts

Colgate-Palmolive has concentrated efforts on Protex and Colgate brands particularly in bath and shower products and oral care, respectively, due to value-added benefits and higher margins reached with such products. In June 2013 the company launched an innovative strategy installing its first concept store “Universo Colgate” in the atrium of the Shopping Center Eldorado in São Paulo for one month, and focusing mainly on oral care brands.

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## Contents

Strategic Direction

Key Facts

Summary 1 Colgate-Palmolive Indústria e Comércio Ltda: Key Facts

Company Background

Production

Summary 2 Colgate-Palmolive Indústria e Comércio Ltda: Production Statistics 2012

Competitive Positioning

Summary 3 Colgate-Palmolive Indústria e Comércio Ltda: Competitive Position 2012

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