

Cosméticos Avon SACI in Retailing (Argentina)

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Abstracts

Cosméticos Avon SACI continues to expand its product line and now sells products at a wider range of prices than ever before. The company targets all female consumers and continues to use celebrities to endorse the company and its products, with the company employing Filipino model and actress Ruffa Gutierrez and US actress Reese Witherspoon as its main celebrity endorsers during 2012.

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