

# Deborah Group in Beauty and Personal Care (Italy)

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## Abstracts

During 2012, Deborah was working at strongly promoting its brands and diversifying its offer based on the sales channel: company focus is to expand its Rouge Basier make-up line in Italy, after it was originally purchased and developed in France. Company plans for this brand are to reach more than 1,200 pharmacies within the next three years, whilst nail products only will reach more than 2,000 pharmacies in company plans. Besides this, the company looks at increasing its presence with the core...

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