

Dr Hauschka Skin Care Inc in Beauty and Personal Care (Netherlands)

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Abstracts

Dr Hauschka will continue to support its competitive position as the leading manufacturer of 100% natural and organic skin care through a strong focus on quality assurance. Marketing efforts will involve occasional price promotions but more importantly strategies to raise brand awareness levels as well as consciousness for the benefits of natural skin care. Dr Hauschka's main focus of marketing activities will continue to be point of sale promotions such as the sale of miniature-sized samples...

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