

Ecover Belgium NV in Beauty and Personal Care (Belgium)

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Abstracts

Ecover Belgium is expected to maintain its focus on environmentally-friendly innovation, by limiting the environmental impact of its factories, products and packaging. Beauty and personal care fits in well with Ecover's product range and strategy, with the company focusing on developing high-quality products made purely with natural ingredients. However, in contrast with home care, where the Ecover brand is strong, organic or partly organic beauty and personal care remained a limited part of...

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