

# Eczacibasi Ilac Sanayi ve Ticaret AS in Home Care (Turkey)

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## Abstracts

Eczacibasi Ilac Sanayi ve Ticaret is part of a holding that operates in many industries, such as healthcare, building materials, beauty and personal care and home care. Eczacibasi aims to strengthen its presence in home care in Turkey, where it invests heavily in innovation and advertising.

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