

Edgewell Personal Care Brands LLC in Beauty and Personal Care (USA)

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Abstracts

In 2014, Energizer Holdings announced that it was spinning off its personal care brands, including Schick, Edge and Banana Boat, into a new corporate entity. The process was completed in July 2015 via the creation of Edgewell Personal Care. The new company has struggled to find its feet since its launch, and is the frequent target of takeover speculation. Its current focus is on reducing costs after the spin-off and innovating in core areas in order to return to profitability.

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Contents

Strategic Direction

Key Facts

Summary 1 Edgewell Personal Care Brands LLC: Key Facts

Summary 2 Edgewell Personal Care Brands LLC: Operational Indicators

Competitive Positioning

Summary 3 Edgewell Personal Care Brands LLC: Competitive Position 2015

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