

Elmi Prodfarm SRL in Beauty and Personal Care (Romania)

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Abstracts

Elmiplant was founded in 1992 and rolled out its activity in the health and beauty field, mainly. It is built around the idea of 'natural' and 'natural-inspired products' and all its products contain natural ingredients. Its main brand is Elmiplant, a mid-priced brand with products in skin care (face and body) and baby care, as well as in sun care. The company aims to make its brand more popular on the Romanian market, but also has in view the regional markets, particularly since it was...

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