

# Faberlic Georgia in Beauty and Personal Care (Georgia)

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## Abstracts

Faberlic Georgia is expected to see a strong performance in beauty and personal care during the forecast period. The company will continue to face strong competition from more established direct selling players Oriflame and Avon. However, Faberlic's lower prices in comparison to these players should ensure a strong appeal to price-sensitive Georgian consumers. The company is also expected to benefit from its strong focus on online marketing via social networking sites and from its frequent use...

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