

# **Faceshop Co Ltd, The in Beauty and Personal Care (South Korea)**

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## **Abstracts**

Since its foundation in 2003, The Faceshop has been one of major beauty specialist retailers selling its own The Faceshop products. The company focus on not only affordable prices, but providing products of good quality and developing an extensive network. After being taken over by LG Household & Health Care Ltd in 2009, The Faceshop Co Ltd developed high quality products at much cheaper price to compete with premium brands. The Faceshop plans to expand its share of herbal cosmetics by up to...

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