

Fairness Laboratory Cosmetic Italy in Beauty and Personal Care (Italy)

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Abstracts

Fairness owns the own brand Genera; however, it is mostly known to insiders as one of the key manufacturers in Italy for private label products for discounters, thanks to the extremely competitive prices and the great flexibility in production coupled with a broad available assortment. The company is located in the northeastern part of Italy, close to the Slovenian border. The company is strong in manufacturing basic BPC products like hair and body care, bath and shower care, skin care, sun...

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