

# Global Cosmed SA in Beauty and Personal Care (Poland)

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## Abstracts

Global Cosmed SA aims to develop its activity in both domestic and foreign markets. The strategic concept is sustainable development, including combining private label with its branded products. The company intends to be one of the most innovative players owing to new launches developed by its research and development centre in Radom. In Poland, the company tends to further develop its own brands such as Sofin, Apart Natural and Bobini. Internationally, the company's expansion is planned to conc...

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