

Hellenica SA in Beauty and Personal Care (Greece)

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Abstracts

Hellenica intends to maintain and expand its strong, well-established position as the dominant Greek company within colour cosmetics, focusing on its popular mass brands Seventeen and Radiant. The company is set to continue supporting its brands and capitalising on the prevailing consumer trends which favour sales of Greek products. Hellenica is particularly focused on its highly successful masstige brand Radiant, which is quickly gaining ground as it has been able to attract financially-ridden...

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