

# Hindustan Unilever Ltd in Beauty and Personal Care (India)

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Date: May 2017

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: H5ED24156B3EN

## Abstracts

The company continued its focus on the strong natural, herbal and Ayurvedic trends being seen within Indian beauty and personal care. The company launched a new range for its Ayurvedic-positioned brand called LEVER Ayush in the second half of 2016. The LEVER Ayush range comprised of soaps, shampoos, toothpastes, hand washes and face washes, and was launched across South India. The company plans to further expand the availability of this new range at a national level going forward.

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