

# Hypermarcas SA in Beauty and Personal Care (Brazil)

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## Abstracts

After several acquisitions in recent years, the giant domestic group Hypermarcas has contained expenses, closing factories and consequently achieved an increased profit margin in 2012. The company expects to complete by the end of 2013 the plan to reduce around 40% its number of brands of consumer products, in order to concentrate on the most important brands and profitable categories.

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