

# Ideal Perfumery & Cosmetics Ltd in Beauty and Personal Care (Azerbaijan)

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## Abstracts

Ideal Perfumery & Cosmetics Ltd focused on promotional activities throughout 2016 in order to increase its customer base and remain sustainable during the current period of economic destabilisation. During the year, Ideal Perfumery & Cosmetics organised various special and open-door events involving promotional campaigns for certain, mainly new, brands, including fragrances brands Juliette Has a Gun and La Prairie, among others.

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