

# Jafra Cosmetics International SA de CV in Beauty and Personal Care (Mexico)

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## Abstracts

Jafra Cosmetics International's strategic direction is to strengthen its operations in Mexico, given that the company's most recent annual report indicates that Mexican sales represent about 77% of total sales for Jafra Cosmetics around the world. Therefore, a negative performance of the Mexican operations for Jafra Cosmetics in the future would have a significant impact on the overall performance of the company.

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