

JBS SA in Beauty and Personal Care (Brazil)

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Abstracts

JBS has focused on re-launching the Ox brand in the largest sector of beauty and personal care, hair care, mainly in shampoos and conditioners, whose line was totally renewed in 2012. The broad portfolio has a new visual identity, sophisticated packaging and fragrances, and formulations that offer proven efficacy.

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Contents

Strategic Direction

Key Facts

Summary 1 JBS SA: Key Facts

Summary 2 JBS SA: Operational Indicators

Company Background

Competitive Positioning

Summary 3 JBS SA: Competitive Position 2012

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