

# Laboratoires LaScad in Beauty and Personal Care (France)

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## Abstracts

Laboratoires LaScad aims to maintain its third position within beauty and personal care. In order to achieve this goal, this division of L'Oréal Groupe is expected to invest strongly in innovation, in particular in categories in which it has a strong position, such as baby and child-specific products, deodorants, hair care and men's grooming. With the acquisition of the Cadum brand by L'Oréal in 2012, the company should be able to at least maintain its leading position in baby and...

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