

Laboratorio Ballerina Ltda in Beauty and Personal Care (Chile)

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Abstracts

Laboratorio Ballerina Ltda is focused on developing its presence in categories that are expected to show sustained growth, while also aiming to strongly incorporate products that respond to consumers' demand for more natural products. Based on this strategy, it has launched products with natural ingredients such as cucumber, coconut, jasmine bamboo, green tea or blueberries, trying to position them at prices affordable to large segments of the population, who recognise a good relation in value f...

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