

# Laboratorio Petrizzio SA in Beauty and Personal Care (Chile)

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## Abstracts

Laboratorio Petrizzio has focused mainly on colour cosmetics in recent years, following the trend towards bolder colours. However, as it has been difficult for the company to maintain share as other companies follow a similar strategy and have more resources to devote to promotion, Laboratorio Petrizzio modified its strategy of developing fragrances. In 2013 it heavily advertised its fragrances under its Plaisance umbrella brand, which has helped the company strengthen its position in the area.

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