

# Laboratorios Grisi Hermanos SA de CV in Beauty and Personal Care (Mexico)

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## Abstracts

Laboratorios Grisi Hermanos products have strong recognition in the market and several are considered natural-based products, which is highlighted by the company slogan “Natural Conscience since 1863”. Although the company holds traditional brands it will continue to develop new products with a fresh image as a strategy to attract younger generations.

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