

Laboratorios Recamier Ltda in Beauty and Personal Care (Colombia)

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Abstracts

Laboratorios Recamier Ltda is a very traditional national company with a long history in local beauty and personal care spanning more than 60 years with iconic brands such as Muss and Luminance. The company is focused on strengthening its presence in hair care and men's grooming and is working on giving a more "professional" emphasis to its leading brands to leverage the power of the specialist recommendation in mass hair care.

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