

# Laneige Singapore Pte Ltd in Beauty and Personal Care (Singapore)

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## Abstracts

Laneige Singapore aims to maximise its brand image through promoting its distinctive water science technology and marketing activities. The company also will continue to engage in social contribution, a “water- sharing campaign” which the company started in 2011 in order to supply water to the water-stressed country. Such social contribution will also enhance the company’s brand image over the forecast period.

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