

# L'Oréal Italiana Saipo SpA in Beauty and Personal Care (Italy)

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## Abstracts

L'Oréal in Italy is present in all retail channels, from grocery retailers to professional hair salons, chemists/pharmacies and drugstores/parapharmacies. At present, the company continues to lag behind in terms of its online and social media presence. As a consequence, towards the end of the review period a new Chief of Marketing and Digital Officers were appointed, with the aim of driving the company's digital evolution.

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