

L'Oréal Österreich GmbH in Beauty and Personal Care (Austria)

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Abstracts

L'Oréal Österreich GmbH adheres to the strategic direction of its parent company that strives to be both a pioneer and a leader in beauty and personal care through product innovation, investment in research and development, high-profile advertising and building strong brands. It also aims to have a strong presence in a large number of categories in the industry.

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