

L'Oréal Portugal Unipessoal Lda in Beauty and Personal Care (Portugal)

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Abstracts

With its beauty and personal care leadership assured, L'Oréal Portugal is set to continue investing in a strong new product development release strategy in order to continue instigating consumers' curiosity as well as to detach from its most important competitors. In order to dispel the idea that L'Oréal is a women's brand, this company is also likely to invest in a powerful disclosure of its L'Oréal Men Expert range.

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