

# Natura Siberica OOO in Beauty and Personal Care (Russia)

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## Abstracts

Natura Siberica was one of the first Russian companies to launch natural cosmetics and was the first with products certified as organic. It has a unique business model that helps it to increase consumer awareness and loyalty. The company's products are awarded with international certificates of ICEA, ECOCERT and COSMOS standards, and BDIH. Natura Siberica aims to improve its position in Russian beauty and personal care and to conquer organic beauty and personal care markets abroad. It will...

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