

Nefis Cosmetics OAO in Home Care (Kazakhstan)

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Abstracts

Nefis Cosmetics is expected to continue to invest heavily in innovation in the forecast period. At the start of the forecast period, the company notably made a strong move towards more environmentally friendly production by fully switching to phosphate-free laundry detergents in March 2015. The company has developed its own enzyme blend, Medley Ideal KZN, which removes the most difficult dirt without the need for phosphates. The company is confident that this blend will ensure more-effective...

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