

Orto AS in Home Care (Estonia)

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Abstracts

While Orto is set to further expand its product range in home care, with an emphasis on more natural formulations, the company's innovation strategy is primarily expected to concentrate on its beauty and personal care interests. This is the direction the company took at the end of the review period, when it relaunched Solar sun protection with new packaging and offered a new formulation for its Pure Nature range.

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