

# Osotspa Co Ltd in Beauty and Personal Care (Thailand)

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## Abstracts

Osotspa is expected to keep concentrating on its fighting brands, namely 12 Plus and Babi Mild. The company is expected to continue strengthening its shares in baby and child-specific products, deodorants and fragrances, whilst it will also further penetrate colour cosmetics. New brand Utip will be counted as a fighting brand for this line extension. Research and the introduction of new product innovations will be a priority to compete in the battlefield. In 2013, the company introduced a new...

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