

# Paxan Co in Beauty and Personal Care (Iran)

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Date: July 2016

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: PF03217B1AFEN

## Abstracts

Paxan Co is mainly active in personal care, home care and industrial products. Within personal care it covers bath and shower, oral care and hair care, whilst in home care it produces dishwashing detergents and laundry care products. The company aims to become the undisputed leader in mass toiletries, whilst it also has another focus, home care products. One of the key goals of the company is to convince young Iranians to consume its domestic brands, like previous generations, and not choose imp...

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