

Phitoteraphia Biofitogenia Laboratorial Biota Ltda in Beauty and Personal Care (Brazil)

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Abstracts

Phitoteraphia Biofitogenia Laboratorial Biota is specialised in hair care products, particularly perms and relaxants, colourants and conditioners. In recent years the company has invested in expansion through franchised stores, focusing mainly on the professional segment and preparation courses for hairdressers.

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