

# Procter & Gamble Co, The in Beauty and Personal Care (USA)

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## Abstracts

Procter & Gamble is pursuing a strategy of brand consolidation, slimming down by selling off large numbers of smaller brands in order to devote greater focus to core product offerings. In pursuit of this goal, it sold off most of its beauty brands, including Clairol in hair care and Cover Girl in colour cosmetics, to Coty Inc in 2016. That still leaves it with some of the most recognisable and widely used beauty and personal care brands in the US, including Pantene, Gillette, Old Spice, and Olay...

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