

Procter & Gamble Japan KK in Home Care (Japan)

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Abstracts

Procter & Gamble Japan Ltd has sought the achievement of its slogan to improve the lives of the world's consumers. With the 40-year anniversary in the Japanese market in 2012, the company will continue to be an innovator through new product launches. Its flagship fabric softeners brand Lenor will play an important role in promoting this goal. The 2012 product launch of Lenor Happiness will continue to meet demand for scented home care products. The company will seek further growth by...

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