

Rubella Beauty AD in Beauty and Personal Care (Bulgaria)

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Abstracts

The review period saw Rubella Beauty AD invest heavily in new technology and modernisation, as well as employee training programmes and greater efforts to manufacture safe, high-quality products. The company follows the BRC Global Standard for consumer products and recently introduced several new products in the high growth potential category of hair care, including Olea Hair Color and Rubelia Ultimate Solutions. Although Rubella Beauty is a more export-oriented company, it has recently sharpene...

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