

# Sabama Ltda in Beauty and Personal Care (Colombia)

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## Abstracts

Sabama Ltda represents the Alfaparf Milano salon hair care brand. The brand's sales are booming in salons as it has gained a reputation among hair stylists and professional related with the industry. The "professional" image of the portfolio and its origin increases the attraction of stylists and consumers. Despite the fact that the Alfaparf group has several other brands in the world, Sabama has focused on positioning Alfaparf Milano in salon hair care. The brand has gained strong momentum...

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