

Schwarzkopf & Henkel ZAO in Beauty and Personal Care (Russia)

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Abstracts

Schwarzkopf & Henkel – a part of Henkel AG & Co KGaA – is one of the largest globally-known companies in Russia. It is successful and has a rapidly-developing business unit that operates within hair care. The company is aiming to strengthen its presence in Russia by investing in launching new, innovative and natural products and increasing its product presence in stores.

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