

# Siscom de Argentina SA in Beauty and Personal Care (Argentina)

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## Abstracts

Siscom de Argentina made some important launches, mainly in sun care. This category experienced a strong increase as a result of the major awareness of risks related to over exposure to the sun without protection. Through its brand Rayito de Sol, the enterprise is located in the segment of economy prices, and recent launches, such as in sets/kits/ with “Pack de Ahorro” plans to consolidate itself in that price segment.

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