

Tonymoly Co Ltd in Beauty and Personal Care (South Korea)

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Abstracts

For a long time, the company has been significant in colour cosmetics. In skin care, however, it had slightly less brand power. Tonymoly Co Ltd managed to improve this aspect over the review period. It developed many innovative skin care products with unique ingredients, and thus has evolved as a trendsetter in general beauty and personal care. With the gaining of consumer trust, the company is expected to continue expanding its product range. It is starting to emerge in hair care, deodorants an...

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