

# Tudo Azul SA in Beauty and Personal Care (Portugal)

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## Abstracts

Tudo Azul (O Boticário) is a beauty specialist retailer which offers natural products within deodorants, fragrances, colour cosmetics and skin care. In view of the increasing interest of consumers in natural products, the company is expected to use this angle in its marketing activities in order to increase its customer base and strengthen its position. Through marketing campaigns the company also aims to increase awareness of its brands in order to attract new customers into its stores.

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