

Wella Bolivia-Belmed Ltda in Beauty and Personal Care (Bolivia)

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Abstracts

Wella Bolivia-Belmed has risen to become one of the leading hair care producers in Bolivia thanks to its vision, innovative products and creativity and the commitment of its employees. The company focuses on marketing locally-produced high-quality products at affordable prices. Wella competes intensively in salon hair care, which helps it to maintain a premium image for its retail brands.

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