

FLOURISHING COSMETIC INDUSTRY

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ABSTRACT

Cosmetic, which were once considered as a primarily luxury items, are today considered one of the necessities of life. To a large extent, cosmetics and other personal care products like creams, soaps, powders, etc are targeted at the urban women. The market for these personal care goods has experienced a quantum leap in the recent years.

KEY WORDS: Care Product, Cosmetics, Consumer.