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BRAND LIST 2026

# FMCG MASS MARKET

242 brands in personal care, oral care, hair, home care and household

## FMCG MASS MARKET

242

- ACE
- AIR WICK
- AJAX
- ALGA
- ALPECIN
- AMA HOME
- AMBI PUR
- AMUCHINA
- AQUAFRESH
- AURORA
- AUSTRALIAN GOLD
- AXE
- AZ
- B.FRESH
- B.TAN
- BATISTE
- BAYGON
- BELINDA
- BIC
- BILBA
- BILBOA
- BILLY & GENNY
- BIO PRESTO
- BIOFORM
- BIONSEN
- BOROTALCO
- BREEZE
- BRILLA
- CADONETT
- CALGON
- CAREFREE
- CARESS
- CASACHIARA
- CHANTECLAIR
- CHICCO
- CHILLY
- CIF
- CLEAR
- CLEO
- CLINIANS
- CLOUD
- CLUBMAN
- COCCOLINO
- COLGATE
- CRASTAN
- CUKI
- CUPRA
- DASH
- DEALO
- DERMA COTTON
- DERMALINE
- DERMOGELLA
- DERMOLAB
- DERMOMED
- DIANEX
- DIMENSION
- DOMOPAK
- DOTTOR PRIMO
- DOVE
- DR. BECKMANN
- DUCK
- DURBAN'S
- DUREX
- ECOTOOLS
- ELMEX
- EMI LADY
- EMULSIO
- ERIDANO
- ETNIA
- FA
- FABULOSO
- FAIRY
- FELCE AZZURRA
- FIGARO
- FILA
- FINISH
- FISSAN
- FLOYD
- FOLI'
- FORNET
- FOXY
- FREEHANDS
- FREEMAN
- FRESH AROMA
- FRIGGI ALL
- GARNIER
- GEBER
- GENERAL
- GENGIMED
- GILLETTE
- GLADE
- GLASSEX
- GLISS
- GLYSOLID
- GOLD
- GOODY
- GREY
- HANSAPLAST
- HEAD & SHOULDERS
- HUGGIES
- I PROVENZALI
- IGEA
- INFASIL
- INTESA
- IO RISOLVO
- IODOSAN
- JOHN FRIEDA
- JOHNSON'S
- JOLLY
- KITO
- KLEENEX
- LABELLO
- LAURELLA
- LENOR
- LIFE
- LIFEBUOY
- LINES
- LISTERINE
- LOLITA
- L'OREAL PARIS
- LUCENTIERE
- L'UNICO
- LUX
- LYCIA
- LYSOFORM
- MADEL
- MALIZIA
- MAMA MIO
- MANTOVANI
- MARIGOLD
- MARISA
- MARTINI
- MASTROLINDO
- MENTADENT
- MERIDOL
- MISTER MAGIC
- MONOTHEME
- MR MUSCLE
- MURIACID
- NAPISAN
- NARHINEL
- NESTI DANTE
- NEUTRO ROBERTS
- NEUTROGENA
- NEUTROMED
- NIDRA
- NIVEA
- NOBIL
- NOXZEMA
- NUVENIA
- O.B.
- OLD SPICE
- OMINO BIANCO
- ORAL-B
- ORECCHIETTO
- OUST
- PAIF
- PALETTE
- PALMOLIVE
- PAMPER YOURSELF
- PAMPERS
- PANTENE
- PARODONTAX
- PASTA DEL CAPITANO
- PEPSODENT
- PERFECT HOUSE
- PERLANA
- PERLIER
- PIZ BUIN
- PLAX
- PODOVIS
- POL PULIT
- POLIDENT
- POP
- PRIL
- PRORASO
- PROVOST
- PULIRAPID
- PULISVELT
- QUASAR
- READY
- REGINA
- RELEVI
- RENEE BLANCHE
- RIO
- ROULLA'
- SALVELOX
- SANIDRY
- SAUGELLA
- SCANSAFATICHE
- SCOTCH-BRITE
- SENSODYNE
- SERENITY
- SHEA MOISTURE
- SMAC
- SOAVEX
- SOFFISOF
- SOFLAN
- SOFT
- SOFY'S
- SOLE
- SPANGLER
- SPIRA
- SPLENDIDA
- SPONTEX
- SPUMA DI SCIAMPAGNA
- SUNSILK
- SUPER FIVE
- SVELTO
- SWIFFER
- TAMPAX
- TANGO
- TAPPET
- TARMIBLOK
- TEMPO
- TENA
- TENDERLY
- TEO
- TERS
- TESORI D'ORIENTE
- THAYERS
- TIMODORE
- TIPROFUMA
- TRIELOM
- TRUDI
- UP
- VANISH
- VARTA
- VEDOCHIARO
- VEET
- VENUS
- VERNEL
- VETRIL
- VIAKAL
- VILEDA
- VIM
- VIOLET
- VOILA'
- WC NET
- WET N WILD
- WILKINSON
- WOOLITE



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# FRAGRANCES & BEAUTY

Prestige fragrance, professional haircare, cosmetics, grooming and tools

## PERFUMES 29

- ALFA ROMEO
- ARMANI
- BOND NO. 9
- BURBERRY
- CALVIN KLEIN
- CARTIER
- CREED
- DIOR
- ESTEE LAUDER
- GIVENCHY
- HEAD
- HERMES
- HUGO BOSS
- JEAN PAUL GAULTIER
- LAMBORGHINI
- LANCOME
- LATTAFA
- MARC JACOBS
- MEMO
- MOLTON BROWN
- MOSCHINO
- NARCISO RODRIGUEZ
- NISHANE
- PACO RABANNE
- PORSCHE DESIGN
- SERGIO TACCHINI
- VERSACE
- VICTORIA'S SECRET
- YSL

## HAIRCARE 48

- ALFAPARF
- ALTEREGO
- ALTERNA
- AMIKA
- AVEDA
- BALMAIN
- BRAZILIAN BLOWOUT
- BUMBLE & BUMBLE
- CHRISTOPHE ROBIN
- COLOR WOW
- DAVINES
- ELEVEN AUSTRALIA
- FANOLA
- FAROUK (CHI & BIOSILK)
- GLYNT
- GOLDWELL
- GROW GORGEOUS
- IT'S A 10
- JOHN MASTERS ORGANICS
- JOICO
- K18
- KATIVA
- KEMON
- KERASTASE
- KEUNE
- KEVIN MURPHY
- LAKME
- LEONOR GREYL
- L'OREAL COLORATION
- L'OREAL SE/TNA
- MANIC PANIC
- MARIA NILA
- MATRIX
- MILK_SHAKE
- MONTIBELLO
- MOROCCANOIL
- OLAPLEX
- OSIS
- PAUL MITCHELL
- PUREOLOGY
- REDKEN
- RENE FURTERER
- REVLON
- SACHAJUAN
- SCHWARZKOPF
- SCHWARZKOPF COLORATION
- WELLA
- WELLA COLORATION

## HEALTH 5

- A313
- EMBRYOLISSE
- EROXON
- MARVIS
- THE ORGANIC PHARMACY

## MEN GROOMING 7

- AMERICAN CREW
- D:FI
- LAYRITE
- REUZEL
- SUAVECITO
- TOPPIK
- UPPERCUT

## COSMETICS 10

- ANASTASIA BEVERLY HILLS
- ARDELL
- COTY
- LILASH
- M2 BEAUTE
- MARC INBANE
- RAPIDLASH
- REFECTOCIL
- REVITALASH
- YOUNGBLOOD

## BEAUTY TOOLS 7

- BOOBY TAPE
- CUCCIO
- INVISIBOBBLE
- REAL TECHNIQUES
- SPONGELLE
- THE BALM
- TWEEZERMAN

## HAIR TOOLS 8

- DYSON
- GHD
- L'OREAL STEAMPOD
- OLIVIA GARDEN
- PARLUX
- REVLON
- WAHL
- WET BRUSH

## NAIL CARE 2

- OPI
- ORLY

## HOME & LIVING 3

- MILLEFIORI
- WOODWICK
- YANKEE CANDLE

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# SKINCARE

131 skincare, dermocosmetic and body-care brands

## SKINCARE 131

- ACNEMY
- AGRARIA
- AHAVA
- ANNY COSMETICS
- ANTHONY
- APOTHEKE
- ARKANA
- AROMATHERAPY ASSOCIATES
- ARTIS
- ASPECT SKINCARE
- ASUTRA
- AURIA
- BABOR / DOCTOR BABOR
- BAREMINERALS
- BEAUTY WORKS
- BEB ORGANIC
- BIOCLARITY
- BIOIONIC
- BOOST OXYGEN
- BORGHESE
- BUXOM
- BY DR. VALI
- CERAVE
- CINEMA SECRET
- COMFORT ZONE
- COSMEDIX
- COSRX
- DENESSA
- DERMAFLASH
- DR. ROGERS SKINCARE
- EMINENCE
- EMMA HARDIE
- EPARA
- ERE PEREZ
- ERNO LASZLO
- EVE LOM
- FRENCH GIRL ORGANICS
- GERMAINE DE CAPUCCINI
- GLO SCIENCE
- GM COLLIN
- GOLDFADEN MD
- GRAVITY BLANKETS
- HAIRMAX
- HAIRTAMIN
- HAMPTON SUN
- HAOMA
- HELIOCARE
- HOLIFROG
- HOLIKA HOLIKA
- HOMESICK CANDLES
- IMAGE
- INFRACYTE
- INTUISSE
- IS CLINICAL
- ISDIN
- JAN MARINI
- JOANNA VARGAS
- JURLIQUE
- KADALYS
- KOH GEN DO
- LA PRAIRIE
- LA ROCHE-POSAY
- LANCER
- LASH STAR BEAUTY
- LASHFOOD
- LAURA GELLER
- L'OCCITANE
- LOVE SUN BODY
- LOVING TAN
- MALIBU C
- MARTIDERM
- MAYA CHIA
- MBR
- MEHRON
- MIRIAM QUEVEDO
- MISSHA
- MURAD
- MZ SKIN
- NAILBERRY
- NATUROPATHICA
- NEAL'S YARD REMEDIES
- NEOGEN LAB
- NION BEAUTY
- NOODLE & BOO
- NUME
- OBAGI
- ODACITE
- OFRA
- OLIVANNA
- OSCAR LUXURY CANDLES
- OUIDAD
- PAYOT
- PERRICONE MD
- PETER LAMAS
- PETER THOMAS ROTH
- QMS
- REFA
- RETROUVE
- RITUALS
- SAVOR BEAUTY
- SESDERMA
- SIGMA BEAUTY
- SKIN DOCTORS
- SKIN GYM
- SKIN INC
- SKYN ICELAND
- SLIP BEAUTY
- SOADDICTED
- SOL DE JANEIRO
- SOLTERI
- STRIALITE
- STRIVECTIN
- STYLE EDIT
- SUPERSMILE
- SURYA BRASIL
- SWISS PERFECTION
- T3
- TALIKA
- THE INKEY LIST
- TIMELESS
- TOLURE
- TRANSPARENT LAB
- TRIPOLLAR
- TROPHY SKIN
- VENN SKINCARE
- VICHY
- VITA LIBERATA
- YON-KA
- ZENZ
- ZO SKIN
- ZUTTA MASK



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