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Soft Lines International Ltd.

Soft Lines, an affiliated company of Emjoi, Inc. of the US, is responsible for business in Asia and Europe. Emjoi is one of the world's leading brands of health and personal care products, with products including razors, hair-removal, beauty care, hair-care and wellness products. With state-of-the-art technology, Emjoi has developed its own-label products and distributes them all over the world. It works closely with research scientists and inventors to design and develop new, quality products.

