



Gustavson
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Personal & Beauty Care - GBTI 2023					
Brand Name	Brand Trust Rank 2023	Brand Authenticity Rank 2023	Brand Ability Rank 2023	Brand Affinity Rank 2023	Brand Advocacy Rank 2023
Band-Aid	7	108	10	112	3
Dove	9	13	10	24	9
Kleenex	19	92	17	92	3
Oral-B	19	44	10	46	9
Scotties Facial Tissue	19	40	17	71	8
Bounty Bathroom Tissue	35	123	17	112	22
Royale Bathroom Tissue	35	68	46	112	29
Colgate	45	139	61	161	33
Sensodyne	45	108	30	132	16
Crest	61	108	39	189	56
Pampers	67	197	79	132	106
Purex Bathroom Tissue	67	108	111	112	143
Cashmere Bathroom Tissue	82	92	72	161	61
Huggies	93	197	111	132	149
Gillette	110	237	72	218	120
Olay	110	76	121	92	176
Estee Lauder	188	278	200	161	276
Johnson's Baby Powder	294	160	182	295	220
L'Oreal Paris	294	321	217	314	263

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