

Abtei OP Pharma GmbH in Consumer Health (Germany)

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Abstracts

One of Abtei OP Pharma's major strategies for growth is a focus on dialogue with consumers. It positions itself as an understanding partner with regard to health and wellbeing, attempting to help potential customers learn about what is good for them. Through its vast and continuously expanding product portfolio, the company seeks to offer a wide variety of products catering for numerous different consumer needs.

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