

Alfa Wassermann SpA in Consumer Health (Italy)

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Abstracts

Alfa Wassermann has been strongly focusing on television advertising campaigns, which have been extremely supportive in increasing sales despite the difficult economic downturn. During 2012, Alfa Wasserman was recognised by the State Council that company was right in recurring against AIFA (Agenzia Italiana del Farmaco) that allowed sales of generic medications based on Rifaximina by other manufacturers in the pharmaceutical industry.

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