

# Apomedica Pharmazeutische Produkte GmbH in Beauty and Personal Care (Austria)

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## Abstracts

Apomedica Pharmazeutische Produkte GmbH is expected to continue following a twofold strategy of blurring the lines between medicated skin care with a cosmetic positioning and skin care positioned as medicated. The company is likely to continue using its traditional recipes and state-of-the-art medical and pharmaceutical research results in order to create beauty and personal care positioned as medicated thus expanding further into beauty and personal care with its Lasepton brand.

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