

Bausch & Lomb IOM SpA in Eyewear (Italy)

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Abstracts

As a specialist manufacturer of contact lenses, Bausch & Lomb benefited significantly from the dynamism of this category in Italy over the review period. The company particularly profits from the strength of its range of daily disposable lenses and from its high quality premium positioning based on new technologies, such as Bio True One Day daily disposable lenses, launched in 2015. In addition, the company, with the objective of leveraging a cross-selling strategy, enlarged its product portfolio...

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