

Biochem Farmacéutica de Colombia SA in Consumer Health (Colombia)

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Abstracts

Biochem Farmacéutica de Colombia has two main branches. Biochem Farmacéutica has a human product line and a veterinary portfolio. The company's aim is to continue sustaining its leadership of some of its leading brands such as Noxpirin. To do that, it makes important investments in mass advertising with widely recalled commercials. Additionally, the company has initiated its national and international expansion in both the OTC and Rx markets with antibiotics and cardiovascular health products...

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