

Biodermal BV in Beauty and Personal Care (Netherlands)

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Abstracts

The company works with a “five pillar strategy” in which it intends to focus on the marketing and positioning of its five best-selling categories rather than other brands, which only make up 15% of the group’s sales. The best-selling categories in 2013 included medicated skin care and various consumer health products. The company has also identified its strong brands with the potential to expand abroad.

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