

Candioli SpA in Consumer Health (Italy)

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Abstracts

Candioli's focus is on antiparasitics/lice treatments, and it is a key manufacturer in Italy in this category. Due to the slowing of the economy in Italy, the company is currently working on promoting brand awareness and engagement, through a strong internet presence and the development and launch of the new website www.pidocchistop.it, targeting mothers, as they are crucial for word of mouth.

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