

Cooperation Pharmaceutique Francaise SAS (Cooper) in Consumer Health (France)

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Abstracts

Cooper's strategy will focus on the development and promotion of strong brands in the French consumer health market. It will also continue to consolidate its well-known products, such as the Pouxit range of antiparasitics/lice (head and body) treatments and mineral supplement Mag 2. The company will continue to leverage its proximity service with chemists/pharmacies, as it remains amongst the few key manufacturers in France which does not use the mediation of wholesalers, but carries out direct...

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