

Dermapharm GmbH in Beauty and Personal Care (Austria)

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Abstracts

The main future plans of Dermapharm include a focus on innovative product launches within beauty and personal care offered at affordable prices. Even though the company strives to offer products with more cosmetic positioning it is expected to maintain its “medical” image, which is the company’s trademark. Moreover, the company will continue to pay special attention to consumer needs and offer valuable advice via its website in terms of choosing the right product.

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