

Dong-A Pharmaceutical Co Ltd in Consumer Health (South Korea)

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Date: December 2015

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: D00394808C5EN

Abstracts

The company focuses not only on consumer health, but also on personal care. For instance, the company offers the Bigen brand in colorants and the Garglin brand in mouthwashes. Bigen is one of the leading brands in colorants, while Garglin is the most popular brand in mouthwashes. In promoting such diverse products across several markets, the company will focus on marketing and promoting its individual brands rather than the company as a whole.

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