

GlaxoSmithKline Colombia SA in Consumer Health (Colombia)

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Abstracts

GlaxoSmithKline Colombia will continue to innovate in consumer health, Rx and biologics, in order to maintain its leadership position. Consumer health is a very important source of revenue that the company wants to leverage within a price-controlled environment. Its key consumer health brands are very traditional, and almost an institution in the local market. The company will continue to offer specialised and value-added brands such as Sensodyne and Parodontax in beauty and personal care to ach...

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