

Ignoramus - Produtos Naturais Lda in Health and Wellness (Portugal)

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Abstracts

The company is focusing on building awareness of its products amongst Portuguese consumers and launched a new website in 2011. The company continues to promote its health products and educate consumers about the various natural ingredients used in a bid to stimulate demand. Ignoramus - Produtos Naturais aims to increase its share of sales by focusing on raising consumer awareness to widen its consumer base.

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