

Iso Plus SA in Consumer Health (Greece)

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Abstracts

Iso Plus is planning to maintain its strong position in vitamins and dietary supplements by continuing to promote its main brand Solgar (as well as all the other brands in its portfolio) amongst doctors and nutritionists, and via in-store and online chemists/pharmacies. The company's strategy will continue to be focused on advertising, product promotion and in-store placement of its lines in pharmacies throughout Greece.

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