

# Janssen-Cilag Oy in Consumer Health (Finland)

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Date: September 2016

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: JCBBBC8B72DEN

## Abstracts

Jansen-Cilag Oy aims to be a leading player in Finnish OTC consumer health with a strategy built on offering products of high quality and the development of a loyal consumer base. Its core interest lies in NRT smoking cessation aids, with the Nicorette brand. Janssen-Cilag is expected to focus on NRT smoking cessation aids over the forecast period, developing new products and investing in advertising campaigns in order to defend and indeed increase its share.

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