

# Johnson & Johnson Consumer Products Inc in Beauty and Personal Care (USA)

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## Abstracts

Johnson & Johnson has four priorities: innovative products; a robust pipeline; a global presence; and talented people. The company emphasises a research strategy based on technology and consumer insights, in keeping with its stated mission of “bringing science to the art of healthy living.”

Euromonitor International Local Company Profiles are a concise set of briefings detailing the strategic direction taken by a company. Discover key contact details, the company background and their competitive positioning through this collection of snapshot company profiles.

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