

Laboratorios Terbol SRL in Consumer Health (Bolivia)

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Abstracts

Laboratorios Terbol is working to develop new consumer health products while also stepping up promotional and distribution support for its established ranges. In particular, the company is focusing on expanding its portfolio in herbal/traditional products and vitamins and dietary supplements. At the same time, the company is attempting to increase exports of its brands via strategic alliances with foreign partners.

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