

# Louis Widmer NV in Beauty and Personal Care (Belgium)

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## Abstracts

Louis Widmer specialises in therapeutically positioned pharma products as well as dermatological treatment products. The Swiss player performed well in Belgium in 2010-2011 and to a lesser extent 2012. More than ever, Louis Widmer focused on enhancing its natural positioning towards the end of the review period, with many Belgian consumers distrusting overly complicated brands such as RoC by Johnson & Johnson, which is sold via chemists/pharmacies in Belgium. Consumers are instead opting for...

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