

Novartis Consumer Health GmbH in Consumer Health (Germany)

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Abstracts

Novartis Consumer Health GmbH is a subsidiary of multinational giant Novartis AG, and active in self-medication, contact lenses and animal health. In all these subdivisions it will continue to focus on innovation in order to keep an up-to-date product portfolio available to the consumers, with unique product properties wherever possible in order to justify the usually higher price position compared to other brands and especially compared to generics.

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