

# Organix Brands Plc in Health and Wellness (United Kingdom)

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## Abstracts

Organix will continue to position itself as a dynamic new company breaking into the organic baby food category, pioneering the healthiest possible options for children's food. Parents remain more prepared to purchase health and wellness products for their children than they do for themselves, which means the company should remain in good stead in spite of the economic slowdown. Its whole marketing strategy is based on publicising the health benefits of feeding babies well with the purest, most...

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