

Pharma Nord Ireland in Consumer Health (Ireland)

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Abstracts

Pharma Nord is one of Europe's largest manufacturers of preventive dietary supplements and herbal remedies. The company develops, manufactures and markets dietary supplements, herbal remedies and medical drugs based on optimal bio-availability, safety and documentation. The company's presence in Ireland is in an administrative capacity, acting as the marketer and seller of Pharma Nord products, and it seeks to maximise its presence and penetration through television and radio advertising,...

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