

Springfield Nutraceuticals in Consumer Health (Netherlands)

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Abstracts

Springfield is expected to introduce more preventive and symptom-specific dietary supplements. The main idea of the company is to increase awareness and launch dietary supplements that help to prevent common diseases that are likely to affect more Dutch consumers over the coming years such as eye health, prostate cancer and menopause. Springfield is focusing on increasing its distribution reach from specialists to other emerging channels such as grocery retailers and internet retailing.

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