

Total Natural SA in Consumer Health (Costa Rica)

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Abstracts

Total Natural is expected to defend its leading role in natural and herbal-orientated proposals in Costa Rica. It is developing line extensions, mostly related to OTC, vitamins and dietary supplements and weight management, where “green” and herbal-based formulation claims should prevail as its main selling point. Brand and packaging improvements, along with more intensive use of mass-media marketing platforms (including social networks), should afford further opportunities to develop within mod...

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