

VitaeLab AS in Consumer Health (Norway)

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Abstracts

VitaeLab wants to continue growing in the Norwegian market by investing in innovation in terms of products, packaging, the quality of products and safety. The company wants to offer products which follow the guidelines of the health authorities, and therefore strong emphasis will be on ensuring that suppliers and manufacturers supply high-quality products. The long experience of VitaeLab is expected to further increase consumers' loyalty and increase its competitive advantage over other players...

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