

# Xian Janssen Pharmaceutical Ltd in Consumer Health (China)

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## Abstracts

During the forecast period, Xian Janssen Pharmaceutical Ltd will focus on providing new and safer medical products to consumers, to treat cardiovascular, urinary and rheumatoid conditions. In addition, it will seek to enhance its brand image by multi-channel advertising, like TV and internet advertising, public benefit activities, sponsorship and more cooperation with colleges and research institutions in China.

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