

Zirkulin Naturheilmittel GmbH in Consumer Health (Germany)

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Abstracts

Zirkulin Naturheilmittel is owned by the German consumer health company Roha Arzneimittel GmbH. Zirkulin, as a relatively small player in consumer health, is expected to build on its overall positive reputation in Germany by introducing new products. The company will continue to benefit from its well-established distribution through parapharmacies/drugstores, chemists/pharmacies, supermarkets, homeshopping and internet retailing in Germany.

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