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Over The Counter: How To Grow A Consumer Health Brand, With TheOTCLab's Albert Swane

by [David Ridley](#)

Focus and persistence are the keys to successful brand and company growth, according to TheOTCLab's founder and CEO Albert Swane, speaking to HBW Insight's Over The Counter podcast.

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In this episode, HBW Insight catches up with Albert Swane, founder and CEO of Dutch consumer healthcare firm, TheOTCLab, to talk about business strategy.

Having grown the company with widely successful European OTC medical devices like Dr. Yglo, FungeX and Kidsner, Swane is perfectly placed to explain how to create and grow OTC brands.

Swane also offers some sage advice on partnering, reflects on the fantastic opportunity of TheOTCLab's expansion into the US, and shares his experiences of using social media to raise the profile of the OTC industry.