

# AS Watson (Health & Beauty Europe) in Home Care (Netherlands)

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## Abstracts

AS Watson (Health & Beauty Europe) owns multiple retailing brands in the Netherlands, including health and beauty specialist retailers Kruidvat and Trekpleister. The sales of both Kruidvat and Trekpleister are expected to increase, as the company refurbishes many of their outlets and opens new ones. The company acquired DIRX Drogisterijen drugstore chain in 2015, and it plans to transform DIRX outlets into Kruidvat and Trekpleister outlets. Kruidvat and Trekpleister continue to be marketed as id...

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