

Australian Pharmaceutical Industries Ltd in Beauty and Personal Care (Australia)

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Abstracts

Australian Pharmaceutical Industries (API) remains focused on growing its Priceline network of stores and the expansion of its health and beauty retail brand portfolio. The company re-signed Australian of the Year, Ita Buttrose as a Priceline Ambassador in 2013 to help strengthen its health credentials. Furthermore, API will look to grow its private label products, and plans to launch sun and hair care products through its Models Prefer range.

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