

Herbalife Denmark ApS in Retailing (Denmark)

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Date: January 2017

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: H5BA73B0118EN

Abstracts

Herbalife will continue to focus on direct selling of beauty and personal care brands as well as consumer health products. The company will act to increase its club members in Denmark together with growing its activities in home shopping parties and personal selling. Its marketing campaigns will focus on elements of health, happiness and a younger external look.

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