

Herbalife International ZAO in Health and Wellness (Russia)

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Abstracts

The company is a leader in the Russian market of weight management packaged food and dietary supplements. The company follows the direct sales model and builds its success through consequent education of its independent company representatives, effective logistics and sound promotion campaigns aimed to strengthen the image of the brand. Offering people convenient nutrition introducing new product concepts will be a key focus for the company. Distribution network development and sponsorship to...

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