

Nu Skin Enterprises Singapore Pte Ltd in Retailing (Singapore)

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Abstracts

Nu Skin Enterprises Singapore plans to continue focusing on strengthening its ageLOC skin care brand to support its value growth as well as to create more differentiation between the brand and the mass skin care brands available through store-based retail channels. The company also intends to continue pushing its new ageLOC Me range of personalised skin care products. This is set to involve a strategy based on long-term retention of its direct selling agents and distributors.

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