

President Drug Store Business Corp in Beauty and Personal Care (Taiwan)

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Abstracts

President Drug Store Business Corp is anticipated to expand its presence in the dynamic skin care area with a focus on mass market and younger consumers. The company is expected to introduce more brands within skin care as well as continue to develop and introduce products under White Formula. The manufacturer's association with leading retailers Cosmed, 7-Eleven and Carrefour creates a unique position for it to roll out new product developments.

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