

# Super-Pharm (Israel) Ltd in Home Care (Israel)

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#### **Abstracts**

Super-Pharm (Israel) Ltd is one of the leading health and beauty specialist retailers in Israel and the company is also working towards positioning itself as a strong player in home care. Super-Pharm's main goal is to continue expanding and developing its private label products in order to compete with other brands through strong branding campaigns and by entering new categories.

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