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Watsons joins hands with Prenetics

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Announces Exclusive Launch of Circle DNA in Hong Kong



A.S. Watson Group announced that it has entered into an exclusive partnership agreement with Prenetics, a leading genetics and digital health company in Asia and Europe. Watsons Hong Kong is the first market in Asia to launch Circle DNA in its network of over 240 stores.

The strategic partnership is built on making health sustainable by focusing on prevention instead of treatment. After the premiere in Hong Kong, Watsons is planning to introduce Circle DNA in other markets where A.S. Watson Group operates. A.S. Watson Group is the world's largest international health and beauty retailer operating over 15,200 stores under 12 retail brands in 25 markets.

The partnership coincides with the launch of Circle DNA, the World's Most Comprehensive DNA Test, delivering 500+ reports with a single saliva sample. Prenetics is setting an industry standard by using Whole Exome Sequencing Technology, with 99.9% validated analytical accuracy and provides 50-100x more data than competitors whom use genotyping technology.

Circle DNA provides a comprehensive view and analysis of an individual's DNA along with actionable recommendations via mobile app for people to take control of their own health journey. At launch, Circle DNA introduces four types of home testing kit (Vital, Family Planning, Health and Premium) can provide personalised assessment and solution tools on nutrigenomics, pharmacogenomics, inherited cancer screen and family planning screen.

In addition, every Circle DNA test comes with a complimentary 30-minute phone consultation by a genetic counsellor/ health coach. Also, Watsons Hong Kong has been the No. 1 Pharmacy/ Drugstore brand in Asia* for 11 consecutive years, with over 60 in-store pharmacies in Hong Kong and the new Watsons Health App which connects customers with a strong professional team to provide one-stop personalised health consultations and solutions.