

DS Healthcare opens first store in China

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Singapore: Leading personal care products and specialty pharmaceuticals developer, DS Healthcare Group has opened its first DS Laboratories store worldwide in Shanghai, China. This has been done in partnership with the company's Chinese distributor.

The company said in its official statement that the store exclusively features a complete line of DS Healthcare products including the company's clinically proven, industry-leading Spectral line of hair loss treatments and Revita hair stimulating shampoos and conditioners. The Company plans to open additional partnership stores worldwide in the coming months.

As per a recent industry report released by Euromonitor International, total sales of beauty and personal care products in China tripled in size from 2000 to reach an estimated \$24 billion in 2010. Analysts predict that the market will grow to \$34 billion by 2015 and credit the rapid growth in sales to the country's fast growing middle class.

"As we build the premier global brand in clinically proven personal care and Rx products, this retail store in Shanghai is an important component of our country-wide distribution and brand building strategy in China. We entered into a distribution agreement with our Chinese partner in September and it's quickly become a very productive working relationship, as evidenced by the launch of this first DS Laboratories retail boutique. We are excited about the growth potential in this very important global market," Mr Daniel Khesin, President and CEO of DS Healthcare said in the statement.