

Health and Beauty Specialists in Egypt

March 2024

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2023 DEVELOPMENTS

Shift to all natural beauty brands and products

Health and beauty specialists gain popularity through a large and growing young population

Fine Hygienic Holding acquires Easy Care and New Easy lines

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Egypt showcases its regional power in pharmaceuticals

El Ezzaby Pharmacy gains a new investor to enhance its position

Local beauty and cosmetics brands to continue to shine

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