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## New UK sales subsidiary for Dr. Hauschka: WALA UK Ltd.

*Bad Boll/Eckwälden (ots) -*

Dr. Hauschka, a brand marketed by the traditional German company WALA Heilmittel GmbH, is now able to boost its presence on the UK market. A newly established subsidiary, WALA UK Ltd., which is based in Oxfordshire near London, will be marketing and distributing the premium natural and organic cosmetics products as of 1 January. Dr. Hauschka enthusiasts will be able to find a wide range of products in selected specialist stores. Consumers can also find extensive information online at [www.dr.hauschka.com/UK](http://www.dr.hauschka.com/UK). And those who prefer to order online can have their favourite products delivered to their front door via the integrated web shop.

Christiane Uhl, Director of Dr. Hauschka Marketing and Sales at WALA Heilmittel GmbH, explains: "As Dr. Hauschka products are very popular in the UK, it is only natural for us to set up a subsidiary of our own - WALA UK Ltd. - in such an strategically important market in order to be closer to our customers and to make Dr. Hauschka products available to them even more easily. In recent years, WALA Heilmittel GmbH has set up subsidiaries in other key strategic markets - such as Italy, France, the Netherlands, Switzerland, Austria and the USA - as part of an extensive and effective market development strategy.

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Dr. Hauschka Quality

'Nature's treasures transformed for you' - this has been WALA Heilmittel GmbH's guiding principle ever since the company was founded back in 1935. By harnessing the rhythms of polarities such as warmth and cold, darkness and light or rest and movement, the company creates healthcare products based on natural substances that, wherever possible, are obtained from certified organic or Demeter sources and under fair conditions.

Today, with its three brands - WALA Medicines, Dr. Hauschka Skin Care and Dr. Hauschka Med - the company exports products to over 40 countries. WALA employs around 800 people and generated sales of EUR 109 million in 2012.

Dr. Hauschka skin care products are available from natural food stores, health food stores, selected department stores, stores specializing in natural cosmetics and toiletries, Dr. Hauschka Natural Estheticians and pharmacies. The Dr. Hauschka Service Team will give you the names of local suppliers and will answer any questions you may have. To contact them, call +49 7164 930 181, Monday to Friday between 8 a.m. and 5 p.m. Or visit us on the Internet at [www.dr.hauschka.com/en\\_DE/](http://www.dr.hauschka.com/en_DE/).

[www.wala.de/english/](http://www.wala.de/english/)  
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