



## **HOLLAND & BARRETT: Three New Health & Wellness Stores Open in Greece by the FOURLIS Group**

The first is located in central Chalandri (19 Chaimanta Street), the second in Nea Smyrni (68 Omirou Street), and the third is a shop-in-shop inside the AB Vassilopoulos supermarket in Elliniko (43-45 Vouliagmenis Avenue).

These openings follow the launch of the first three Holland & Barrett stores in Greece in early 2023, located in Kifisia (7 Kassaveti Street), Glyfada (2 Esperidon Square), and in The Mall Athens. The company has also developed a fast-growing e-commerce platform that serves customers nationwide. FOURLIS Group aims to further expand the Holland & Barrett store network in Greece, Romania, and Bulgaria, with the goal of reaching 100 physical locations.

Founded in England in 1870, Holland & Barrett has been a trusted name in wellness for over 150 years. It is now the largest Health & Wellness retail chain in the UK and Europe, with a global network of more than 1,600 stores across 18 countries. The brand offers an extensive range of products across four main categories: vitamins & dietary supplements, natural beauty products, sports nutrition, and food & beverages.

Holland & Barrett has strong expertise in vitamins and supplements, with most of its products manufactured in its own facility in the UK. This allows the company to offer high-quality products at affordable prices, aiming to make health and wellness a way of life for everyone. Most of the products are suitable for vegetarians, with a wide selection available for vegans as well.

At Holland & Barrett stores, customers will find a wide variety of products, including options from local producers, all within a welcoming environment and supported by exceptionally courteous and specially trained staff. The Holland & Barrett team undergoes a rigorous, specialized, and continuous training program, enabling them to provide personalized advice tailored to each customer's individual needs. In the UK, this training program is officially recognized and certified by the British government.

Website:

<https://www.hollandandbarrett.gr/>

Social Media:

<https://www.facebook.com/HollandandBarrettGR>

[https://www.instagram.com/hollandandbarrett\\_gr/](https://www.instagram.com/hollandandbarrett_gr/)

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