

Prunelax enters Rite Aid USA

From today on, Ciruelax (sold as Prunelax in the USA) can be purchased in more than 25.000 points of sale all across the United States. This represents a real milestone for the Chilean pharmaceutical product, which is already available in Wal-Mart, Walgreens and CVS, among others.

A few weeks ago, the Rite Aid chain introduced the prestigious Chilean line of laxatives "Ciruelax", which will be available from April onwards in its more than 5.126 stores along and across America.

Rite Aid is the third most important pharmacy chain in the North American market; it strengthened its position after purchasing Eckerd and Brooks in August 2006 for 3.6 billion dollars, adding annual returns for over 27 billion dollars. This operation brought the chain a step closer to the untouchable Walgreens which for years has been a mandatory benchmark for pharmacy companies worldwide.

Up until now, RA has been concentrated on growing on both coasts. This met the widespread coverage that Prunelax was looking for, since it initially only concentrated its efforts on developing the Hispanic market. Its fast growing acceptance brought on a fast paced entry into the Anglo American market, something that would not have been possible without the support given by RA's widespread distribution coverage.

With this incorporation, Prunelax reaches coverage close to 70% in cities such as New York, Los Angeles and Philadelphia, and has enough coverage to begin its English speaking campaign in Washington, Baltimore and Pittsburg.

According to the most recent Nielsen report, Prunelax stands in fifth place in sales among laxatives brands sold in Walgreens and CVS, so all forecasts consider reaching a similar position in Rite Aid.