

## *Navarro Discount Pharmacy's private-label brand celebrates two years*

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MIAMI — Navarro Discount Pharmacy is celebrating the two-year anniversary of its private-label brand Vida Mia, which targets Hispanics across a variety of categories with bilingual product packaging and ingredients in English and Spanish.

During the last two years, Vida Mia has sold more than 7 million product units comprised of approximately 1,000 SKUs. Approximately 4% in sales growth is expected annually for the next 1 to 3 years.



“Having a solely Hispanic focused brand such as Vida Mia with bilingual product packaging allows us to better cater to the Hispanic market, which lacks culturally relevant products that appeal to this growing and diverse population,” said Juan Ortiz, CEO of Navarro Discount Pharmacy.

Vida Mia products are sold at all 33 Navarro Discount Pharmacy locations in south Florida and on a wholesale basis in the Caribbean and the rest of the United States.

Navarro's understanding of the growing Hispanic demographic in south Florida, and across the United States, led the retailer to conduct extensive market research, which resulted in the launch of Vida Mia (translated My Life) in January of 2012.

Vida Mia was developed by consumers with a broad range of Hispanic backgrounds and ethnicities, and the Spanish dialect used on the product labels is not geographically or regionally defined. The Vida Mia private-label product line includes diverse products across a wide range of categories including household, beauty, OTC, body, baby and food.

<http://drugstorenews.com/article/navarro-discount-pharmacys-private-label-brand-celebrates-two-years?ad=latest-news>