



Media Contact: Jeanne Becker
Wragg & Casas Public Relations
305-372-1234 ex.106
Email: jbecker@wraggcasas.com

For Immediate Release

**NAVARRO DISCOUNT PHARMACY
CELEBRATES TWO YEAR ANNIVERSARY AND SUCCESS OF
VIDA MI PRIVATE LABEL BRAND TARGETING HISPANICS**

Miami, FL. – March 11, 2014 – Navarro Discount Pharmacy, the largest Hispanic-owned drugstore chain in the U.S., and an MBF Healthcare Partners portfolio company, is celebrating the two-year anniversary of its private label brand *Vida Mia*, the first brand in the U.S. targeting 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 seven million product units comprised of approximately 1,000 SKUs. Approximately 4% in sales growth is expected annually for the next 1-3 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, Chief Executive Officer 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 U.S.

Navarro’s unique understanding of the growing Hispanic demographic in south Florida, and across the U.S., led them to conduct extensive market research, which resulted in the launch

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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 such as:

- Mi Casa (Home) – Household and kitchen items such as bleach, batteries, appliances, coffee cups and paper goods.
- Mi Cuerpo (Body) – Soap, shampoo and lotions.
- Mi Salud (Health) – Over-the-counter (OTC) health items and equipment such as blood pressure and glucose monitors.
- Mi Bebe (Baby) – Diapers and baby items.
- Mi Belleza (Beauty) – Make up, cosmetics, nail polish and beauty accessories.
- Mi Sabor (Taste) – Coffee, plantain chips, cookies, rice, sugar, other food.

Having received industry acclaim for its value, quality, packaging and design, in the last two years, the *Vida Mia* brand has received several awards:

- *Private Label Manufacturers Association* Salute to Excellence Award in the Hot Beverages Category for *Vida Mia* Café Espresso (Nov 2013)
- *Progressive Grocer's* Store Brand Magazine Achievement Award (Nov 2012)
- *Private Label Manufacturers Association* 2012 Salute to Excellence Award in the Dressings/Oils/Marinades Category for *Vida Mia* Mojo Marinade (Nov 2012)

Headquartered in Miami, Navarro Discount Pharmacy was founded in Havana, Cuba in 1940 and opened its first store in the U.S. in 1961. With 33 store locations, Navarro is the largest Hispanic-owned drugstore chain in the U.S. As a community pharmacy, the stores cater to Hispanic and ethnic markets and further differentiate themselves by offering many products and services that are not found in traditional drugstores such as wireless phones, designer fragrances, a large assortment of OTC and vitamins/supplements and in-store health screenings as part their Wellness Wednesday program. For more information, visit www.navarro.com.

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