



Press release

COOPER Consumer Health (ex Alpha HealthGroup), announces the acquisition of the brand Zeninas from Puerto Galiano in Spain.

Madrid, 29/11/2019

COOPER Consumer Health (ex Alpha HealthGroup), through its subsidiary Vemedia, has completed the acquisition of the brand Zeninas from Puerto Galiano.

“The brand was launched in 1958 and has a strong brand equity amongst consumers. We want to perpetuate this history and build on these foundations to expand the category offering in the coming years.” said Rubén Lupiáñez, CEO Vemedia Spain & Portugal.

With this acquisition, COOPER Consumer Health (ex Alpha HealthGroup), has now the opportunity to develop the product line and strengthen its position in the digestive segment in Spain.

The acquisition of Zeninas participates into the strategy of COOPER Consumer Health (ex Alpha HealthGroup), to reinforce its position as one of the few European leaders in the self-care and medication businesses through a portfolio of high profile brands in all major categories.

