

VIRA INSIGHT

VIRA - WALGREENS

Mass drug retailing has shifted much of its focus from a traditional corner pharmacy to an environment focused on health, wellness and beauty. In collaboration with VIRA Insight, Walgreens launched lit beauty beauty walls in more than 1500 stores, bringing to life national cosmetics brands that were traditionally merchandised in non-electrified venues.
See more information at www.virainsight.com

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