



DIA completes the development of its new Bonté brand, which specialises in beauty and personal care products

/ With the aim of becoming a specialist in the household products and toiletries sector, DIA will offer a range of almost 700 private-label brand SKUs focused on cosmetics and personal care.

/ Customers will be able to find the full range of products in the new Clarel stores.

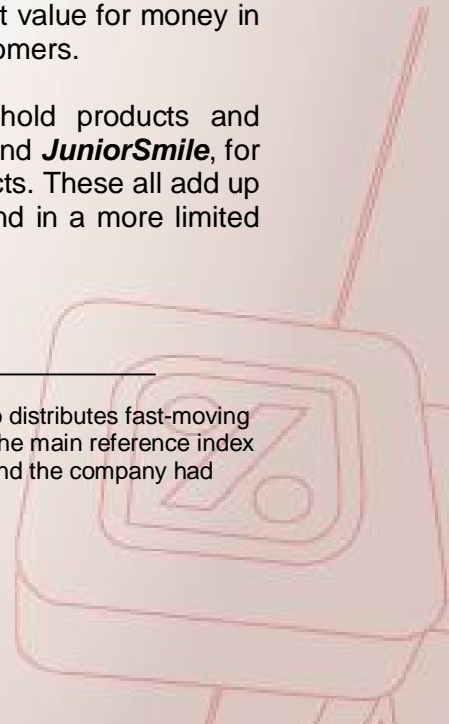
Madrid, 15 December 2014. DIA has completed the development and presentation of its new private-label brand specialised in beauty and personal care, **Bonté**, which is added to its Basic Cosmetics line. Accompanying the expansion of its Clarel stores, specialised in the household products/toiletries segment, of which there are currently over 650 in Spain and 40 in Portugal, DIA now offers its customers over 700 SKUs which range from daily hygiene categories to healthcare products, and include top range cosmetics and hairdressing products.

The new **Bonté** brand is divided into eight sub-categories: **Bonté Everyday**, which has economy size items for daily hygiene of the whole family, **Bonté Homme**, with its shaving foams and lotions, **Bonté Je t'aime**, with its range of perfumes, **Bonté Soleil**, focused on sunscreen products, **Bonté Tojours Belle**, specialised in high quality cosmetics and anti-ageing treatments, **Bonté Professional**, with a wide range of hair and hair removal treatments, **Bonté Natural**, chiefly focused on beauty products with minimal levels of chemical components and **Bonté Med**, focused on skin and dental care.

The new DIA brands will maintain the premise of offering the best value for money in addition to having an extensive range which offers greater choice to customers.

The commitment towards private-label brands in the household products and toiletries sector is completed with other new brand such as **BabySmile** and **JuniorSmile**, for baby care products and the **Dia** brand for cleaning and household products. These all add up to a total of over 1300 SKUs, which will be available in Clarel stores and in a more limited range in DIA stores.

DIA (Distribuidora Internacional de Alimentación) is an international food retailer that also distributes fast-moving and HPC goods. DIA is traded on the Madrid Stock Exchange and is part of the Ibex 35, the main reference index of the Spanish stock market. In 2013, gross sales under banner reached EUR11.476bn and the company had 7,328 stores in the countries in which it operates.



For further information:

Silvia Sotomayor. Tfn. 915 915 500 / 629 56 07 31

s.sotomayor@romanyasociados.es

Alex Bonet. Tfn. 915 915 500 / 687 597 213

a.bonet@romanyasociados.es

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