

## **Vision Healthcare Welcomes New Care to Its Growing Portfolio of Self-Care Solutions in the Netherlands, a leading Health Supplement brand within the Dutch independent Health & Drug Stores**

Damier Group is pleased to announce that Vision Healthcare, a Damier portfolio company, is adding New Care Supplements BV (“New Care”) to its portfolio, a respected Dutch health supplement brand known for its customer-focused approach and premium quality product portfolio. This strategic partnership enhances Vision Healthcare's ability to serve health-conscious consumers across the Netherlands in a true omni-channel set-up, combining Vision Healthcare's current digital-first channel proposition with New Care's deep presence in the Dutch independent Health & Drug stores, while further supporting New Care's continued growth.

Yvan Vindevogel, Chairman of Vision Healthcare, said: “We are committed to building a strong partnership with the New Care team and further develop our omni-channel presence in the Benelux whilst accelerating New Care's strong growth with our digital capabilities. Their deep understanding of the Dutch market aligns perfectly with our mission to make quality self-care solutions more accessible across Europe.”

Frank Menue, founder and CEO of New Care, said: “After almost 25 years at New Care, the time has come for me to take the next step together with a solid partner, Vision Healthcare. A group with quality brands, with a story, a feeling and a mission. Albeit in a different role, I am very much looking forward to taking the next steps together with the New Care and Vision Healthcare teams.”

### **About Vision Healthcare**

Vision Healthcare is a digital-first omni-channel platform dedicated to self-care and health-focused brands across Europe. Building on a strong foundation in consumer health, the company focuses on growing innovative brands and providing high-quality, science-backed products that enhance everyday wellbeing. [www.visionhealthcare.eu](http://www.visionhealthcare.eu)



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## **About New Care**

New Care is a trusted Dutch healthcare platform offering comprehensive nutraceutical products and personalized customer service to health-conscious consumers throughout the Netherlands. New Care was founded 25 years ago by Frank Menue and has focused on becoming a beacon of quality in the nutraceuticals space in the Dutch Health & Drug market.

## **About Damier Group**

Damier Group is the Belgian based family office of serial entrepreneur Yvan Vindevogel. The family office mainly specializes in investing and building out platforms in Europe which anticipate and take advantage of long term trends, leveraging its decade long experience and track record in consumer healthcare and the wider consumer space. This includes amongst others; Cooper Consumer Health, Vision Healthcare, Omega Pharma, TOCG ...

[www.damiergroup.be](http://www.damiergroup.be)

## **For more information contact**

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