

Case History

WATSONS IS ONE of the longest-established health and beauty brand names in Asia. The company began in 1828 as a small dispensary in Guangzhou, southern China, and moved to Hong Kong in 1841, where it was known as the Hong Kong Dispensary.

Then... By the time the hand-written catalogue below was produced in 1881, the business was in pretty good shape and the retail outlets were known as Watsons the Chemist, proudly supplying Hong Kong customers of the day with Chinese and Western medicine.

Now... Today, the A S Watson Group is the largest health and beauty retailer in the world, with operations in 31 countries. While the old catalogue has been replaced with online brochures and the range of products has expanded enormously, the spirit of the original enterprise and desire to serve customers, wherever they may be, will never be extinguished.

