

# MAXWELLIA

Changing the way people manage their health

---

## **Maxwellia Announces Appointment of Sara Al-Attbi as Medical Affairs Pharmacist**

Maxwellia, the UK's only company 100% dedicated to switching Rx to OTC medicines, has appointed Sara Al-Attbi to the newly created role of Medical Affairs Pharmacist. The role reflects Maxwellia's focus on and commitment to widening access to medicines through self-care by broadening the important role of pharmacists to enable more people to look after themselves. Maxwellia masterminded the launch of Lovima® in July - a brand that represents the most significant innovation in women's health for 60 years - and it is this vision that will also help grow the pharmacy sector and alleviate pressure from the NHS.



Sara graduated with a first-class honour in Master's in Pharmacy and has extended clinical experience working in NHS hospitals, General Practice surgeries and most recently in the community pharmacy. She has also been recognised for her research in medicines management and awarded the PRIMM science award. As a NICE guideline's ambassador, Sara is knowledgeable in preventing ill health and promoting and protecting good health. She is passionate about widening access to medicines and promoting self-care.

Maxwellia founder and CEO, Anna Maxwell says: "The role of the pharmacist is central to our switch strategy. Sara shares our vision for widening access to medicines and her experience and pharmacy expertise will be vital for our pharmacy engagement and training programmes as we bring new products to this sector."

Founded in 2013 by CEO, pharmacist and self-care visionary, Anna Maxwell, team Maxwellia are based in the Life Sciences hub at Alderley Park, Alderley Edge in Cheshire. For more information visit [www.maxwellia.com](http://www.maxwellia.com) or email us at [info@maxwellia.com](mailto:info@maxwellia.com).

ENDS

For interview access, images or any further information, please contact:

Charlotte Messer or Kate Van Beek at The Difference Collective:

T: 07928 700 277 E: [charlotte.messer@thedifferencecollective.com](mailto:charlotte.messer@thedifferencecollective.com)

T: 07525 095232 E: [kate.van.beek@thedifferencecollective.com](mailto:kate.van.beek@thedifferencecollective.com)

## NOTES TO EDITORS:

### **About Lovima®**

**Lovima®** 75 microgram film-coated tablets (containing desogestrel) is a new Pharmacy (P) licensed brand of a daily progestogen-only contraceptive pill to prevent pregnancy in women of child-bearing age. It is now available in UK pharmacies without a prescription. Always refer to the patient information leaflet (PIL).

### **About Maxwellia**

Founded in 2013, Maxwellia is a female founded, British pharma company and the world's only company completely dedicated to "switching" – prescription-only medicines into versions that can be bought over the counter in a pharmacy. Switching is a rigorous regulatory process enabling pharmacists to safely supply what were previously prescription-only medicines. Maxwellia is developing and commercialising the next-generation of consumer healthcare pharmacy brands treating a range of conditions in major public health categories. It aims to provide people with new ways to conveniently look after themselves by making widely used and effective medicines available over the counter at the pharmacy. It has a pipeline of applications under assessment, including other women's health products. An independent venture-capital start-up, Maxwellia has been financially backed by Future Fund, a government initiative to help cutting-edge British companies of the future thrive. is our mantra.

