MEDIA RELEASE
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TerryWhite Chemmart launches new campaign to help keep Australians alive and well

LEADING community pharmacy network TerryWhite Chemmart has today launched a new nationwide consumer campaign designed to help improve the health of Australians.

The Alive and Well campaign features television, print and digital advertisements that encourages customers to take a holistic approach to their health and wellbeing.

TerryWhite Chemmart CEO Anthony White said community pharmacists played a vital role in promoting health awareness to people at all life stages and the Alive and Well campaign would incorporate free health checks and clinics.

"As a network of community pharmacies, TerryWhite Chemmart prides itself on being there to help people stay healthy," Mr White said.

"The Alive and Well campaign focuses on our commitment to provide the most qualified pharmacists, the best advice and a price match guarantee on everything storewide."

TerryWhite Chemmart pharmacist Krystel Tresillian said the campaign would bring together a range of health programs offered by the community pharmacy network, including heart health and diabetes checks, hearing clinics, vaccinations and medication management.

"Through these initiatives, and others, customers are able to sit down with one of our qualified staff for a simple risk assessment, or go through their medication to ensure they're adhering to the dosage prescribed by their GP," Ms Tresillian said.

"At TerryWhite Chemmart, health is our number one priority and we are passionate about working with each customer, to provide advice on the prevention and treatment of a wide range of conditions."

Alive and Well coincides with the roll-out of new branding for the network, with more than 300 stores around the country now featuring TerryWhite Chemmart's new green signage and logo.

"Our members have been working hard to bring the brand to life and we couldn't be more thrilled with the response from customers so far, who see the green as a fresh new look for a trusted name in pharmacy," Mr White said.

Following the merger of Terry White Group and Chemmart in late 2016, TerryWhite Chemmart is now Australia's largest retail pharmacy brand, with approximately 500 stores around the country.

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