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Pharmaca Integrative Pharmacy Announces Creation of Integrative Health Advisory Board Focused on Building Awareness of the Integrative Approach to Health

Advisory board chairman Dr. Bradly Jacobs to host FREE webinar open to the public on Nov. 18 providing an introduction to integrative health and tips for staying healthy this holiday season

Boulder, Colo. (Nov. 8, 2010) – Pharmaca Integrative Pharmacy, the nation’s largest chain of integrative pharmacies, announced today that it has established an Integrative Health Advisory Board (IHAB). Members of the board, all medical doctors, will use their expertise to help Pharmaca educate the public, healthcare professionals and the media about the safe and effective use of integrative medicine.

Integrative medicine encourages its users to fully engage in their own health and wellness. Drawing on the best practices of conventional and natural medicine, integrative medicine seeks the most complete healing with the minimum amount of invasive intervention. This holistic approach is increasingly being supported by the traditional health care establishment and embraced by the mainstream consumer.

Indeed, centers for integrative medicine are sprouting up across the country, at elite institutions such as the Mayo Clinic, and John Hopkins, Columbia and Harvard universities. Furthermore, the world health organization has estimated that 70-80 % of the population in industrialized countries has used some form of alternative medicine.

“Today more than ever we have an opportunity to be a valuable resource to the public and the medical community by drawing attention to the benefits of integrative medicine,” said Barry Perzow, founder and chairman of Pharmaca. “Our advisory board exemplifies that integrative approach—where health practitioners can bring a diversity of therapies together to enhance the natural healing process.”

The IHAB is comprised of the following doctors: Dr. Bradly Jacobs, M.D., M.P.H., former founding medical director and Endowed Chair of the Osher Center for Integrative Medicine Clinical Programs at University of California – San Francisco; Bruce H. Price, M.D., associate professor of Neurology at Harvard Medical School; and Tieraona Low Dog, M.D., fellowship director at the Arizona Center for Integrative Medicine.

As practicing doctors deeply rooted in both conventional and complementary therapies, members of the board are leaders in the field of integrative medicine and strong examples of the movement in mainstream medicine toward a holistic approach to health. Their diverse areas of expertise mimic the diversity found within Pharmaca's stores, where pharmacists serve with naturopathic doctors, herbalists, homeopaths and other practitioners to help provide customers with the tools to manage their health holistically.

Board members' educational efforts will help build awareness of how to utilize a holistic approach to health with a much broader audience. On Nov. 18 Dr. Jacobs will host the board's first webinar from 2-3 p.m. (PST). The webinar, which will be free and open to the public, will discuss integrative medicine's emerging role in the medical community and will specifically cover tips on how to use an integrative approach to stay healthy this holiday season.

Dr. Jacobs will cover everything from "How can herbal remedies boost my immunity?" to "What lifestyle changes can I make to keep stress levels down?" to "How can an integrative approach help prevent major illnesses?" Registration for the webinar is currently open at <https://cc.readytalk.com/r/2n3r5q2gay7o>, and the first 50 participants to register and submit a question for Dr. Jacobs will receive 15 percent off a future online purchase at pharmaca.com

Dr. Low Dog will host an additional free educational webinar in the first quarter of 2011, focused on the role of integrative medicine in women's health, from hormone replacement therapy to pregnancy and more.

The IHAB members will also regularly contribute articles to Pharmaca's online education center, advise Pharmaca's licensed pharmacists and practitioners about cutting-edge research in integrative medicine, and help shape Pharmaca's product selection based on the latest clinical findings.

More about members of Pharmaca's Integrative Health Advisory Board:

- **Bradly Jacobs, MD MPH**
Dr. Jacobs is an experienced clinician in integrative medicine and senior executive in the health and wellness industry. He has an integrative primary care medical practice at [Cavallo Point Lodge](http://www.cavallopoint.com/drbrad) (www.cavallopoint.com/drbrad) in Sausalito, Calif. He is also co-founder and Senior Medical Director of Mytrus Inc., a clinical research organization dedicated to providing technology and clinical services for remotely conducted direct-to-participant clinical trials. He is a graduate of Stanford University School of Medicine, and holds a Master's degree of Public Health (MPH) in Epidemiology and Biostatistics from UC - Berkeley. In addition, Dr. Jacobs is trained in internal medicine and has studied acupuncture, nutrition, herbal medicine, stress management, yoga and martial arts.
- **Tieraona Low Dog, MD**
Dr. Low Dog is an internationally recognized expert in the field of herbal

medicine, dietary supplements, and integrative approaches to women's health. She is currently the Fellowship Director at the Arizona Center for Integrative Medicine and Clinical Associate Professor of Medicine at the University of Arizona Health Sciences Center. She was appointed by President Bill Clinton to the White House Commission on Complementary and Alternative Medicine Policy, serves on the Board of Scientific Councilors for the National Institutes of Health National Center for Complementary and Alternative Medicine and was the elected Chair for the United States Pharmacopeia Dietary Supplements and Botanicals Expert Information Committee from 2000-2010. She studied midwifery, massage therapy, and herbal medicine before going on to receive her Doctor of Medicine degree from the University of New Mexico School of Medicine. For more information visit www.drldog.com

Bruce H. Price, MD

Dr. Bruce Price is an internationally recognized leader in the integration of neurology, psychiatry, neurosurgery, and neuropsychology. He is currently an Associate in Neurology at Massachusetts General Hospital, Associate Professor of Neurology at Harvard Medical School, and Chief of the Department of Neurology at McLean Hospital. He graduated from Harvard University cum laude, attended the University of Cincinnati College of Medicine where he completed training in internal medicine. He completed a residency in general neurology at the University of Colorado Health Sciences Center in Denver and a fellowship in cognitive and behavioral neurology at Beth Israel Hospital, Harvard Medical School. For more information visit www.mclean.harvard.edu/about/bios/detail.php?username=bprice.

About Pharmaca

Pharmaca Integrative Pharmacy Inc. (www.pharmaca.com), founded in June 2000 and based in Boulder, Colo., is the nation's first integrative pharmacy chain offering traditional prescription-filling services alongside natural and complementary health solutions. The company owns 23 pharmacies in California, Colorado, New Mexico, Oregon and Washington.

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