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**Pharmaca Integrative Pharmacy Wins *PLBuyer* Magazine's
Design Excellence Award**

Pharmaca's Hand Soaps win top honors in Health and Personal Care category

BOULDER, Colo. (September 22, 2011) – Pharmaca Integrative Pharmacy, the nation's first and largest chain of integrative pharmacies, was honored this month with a first place Design Excellence award from *PLBuyer* magazine. The award was given at the annual Private Label Manufacturers' Association conference, and honored excellence in packaging design for Pharmaca's private label liquid Hand Soaps.

Pharmaca faced six other private label brands that were finalists in the competitive category, including products from major chains including CVS, Sam's Club and Dollar General. Pharmaca's Grapeseed, Jojoba and Almond Oils were also selected as finalists in the category.

PLBuyer's Design Excellence Awards are given based on five aspects of the packaging: Shelf Impact, Relevancy, Benefit/Appeal, Quality Positioning and Aesthetic Acumen. First place was given to products that combined these aspects in packaging that not only visually stands out, but also appropriately represents the brand's quality.

"Pharmaca customers look to our private label as a step above the national brands," says Pharmaca's Private Label Category Manager Patti Hirsch. "They trust our in-store practitioners for their health care needs and regularly buy Pharmaca brand products as an extension of that trust. We're so happy that *PLBuyer* recognized our intentions with these beautiful designs." Hirsch adds that the hand soaps were specially designed with a clean look that can fit into any décor, eliminating the need for a separate soap dispenser.

Pharmaca's ever-expanding line of private label products include high-quality supplements, herbal formulas, body care and aromatherapy.

About Pharmaca

Pharmaca Integrative Pharmacy Inc., 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 now operates 24 pharmacies in California, Colorado, New Mexico, Oregon and Washington.

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