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**Pharmaca Integrative Pharmacy Opening New Carlsbad store Oct. 22 to Provide Increased Access to Conventional Medicine and Alternative Therapies**

*Grand opening celebrations to include an Oct. 20 ribbon cutting with local dignitaries, an Oct. 22 percent-of-sales donation to the Mitchell Thorp Foundation, and various giveaways and sales throughout the week*

BOULDER, Colo. (September 22, 2011) – Continuing to serve Americans’ interest in ways to manage their own health, Pharmaca Integrative Pharmacy will open its 24th location in Carlsbad, Calif. on Saturday, Oct. 22. The new 4,700-square-foot location is located at 6985 El Camino Real, in the Vons shopping center. The store joins the La Jolla location, which opened in 2007, as the second store in the area. The store’s team of practitioners will be led by Lisa Hinckley, licensed acupuncturist, who will work alongside licensed pharmacists and other holistic practitioners, including naturopathic doctors, herbalists and estheticians.

**Grand opening events**

The Grand Opening will kick off with a **Ribbon Cutting ceremony** on Thursday, Oct. 20 at 4pm, hosted by area chamber of commerce and city council members, along with Hinckley and store manager Eric Bandner. Later that night, Pharmaca will host a **VIP Event** for local doctors, chamber members, Facebook/Twitter fans, council members and other local VIPs.

On Saturday, Oct. 22, Pharmaca’s doors will **officially open for business**.

The first 100 customers to visit the store that day will receive goodie bags filled with a variety of health and beauty samples, and will be able to enjoy free cholesterol testing. Personalities from the KyXy radio station will be on site, broadcasting from the new Pharmaca between 12-2pm.

During open hours on both Saturday and Sunday, customers can enjoy free 10-minute chair massages, and mini-makeovers and facials from 11 a.m. to 6 p.m. The store will also be offering a host of FREE gift with purchase offers from great brands such as Juice Beauty and *jane iredale*, as well as huge discounts on Tom’s of Maine, Dr. Hauschka and Natural Factors. In addition, customers can get a Pharmaca brand Body Lotion for a penny when they enroll in the Feel Better Rewards loyalty program.

“We’re excited to join the Carlsbad community and share the benefits of Pharmaca with more residents in the North County area,” said Mark Panzer, president and CEO of Pharmaca. “Our distinctive concept provides our customers with an opportunity to manage their own health through traditional pharmacy offerings, holistic treatment options, additional health-focused products, educational resources and a talented licensed practitioner staff.”

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As a neighborhood pharmacy, Pharmaca is committed to giving back to the local community. Pharmaca has partnered with the Mitchell Thorp Foundation (MTF) to support their charitable efforts in providing funding for families with children suffering from life-threatening illnesses. As a result, 5 percent of sales on Saturday, Oct. 22 will go toward the Carlsbad-based foundation to help MTF cover medical costs for needy families, including medical equipment, co-payments, meals, transportation and lodging. “We’re so pleased that Pharmaca can partner with this organization that is so important to so many families in need,” said Panzer.

On November 3, the Carlsbad Pharmaca will host the first of its educational events with a lecture by Dr. Michael Murray, a renowned expert in integrative health. The lecture is the first in Carlsbad’s Healthy Living Lecture Series, and will be followed by a talk on November 10 by Karen Behnke, CEO and Founding Partner of Juice Beauty skincare. The store will soon have a monthly slate of events that will help Pharmaca serve as a community health resource in the Carlsbad area.

The first Pharmaca opened its doors in 2000 in Boulder. Inspired by the pharmacies of Europe, where pharmacists play a larger role in their customers’ health and often guide them in exploring alternatives to conventional medicine, the founders of Pharmaca conceptualized an integrative pharmacy that set a higher standard for pharmacies in terms of service, selection and sustainability. They saw Pharmaca as a place where customers could get the best of conventional medicine while also exploring alternative therapies, and they wanted to focus on prevention of illness instead of just treating symptoms, ultimately empowering customers to take charge of their own health.

Pharmaca’s customers develop relationships with the licensed pharmacists and holistic practitioners they find in the store as they learn about the variety of health care options available to them. While shopping, customers can also pick from a wide selection of natural beauty products, organic body care items, eco-friendly cleaning products and fair trade gifts.

### **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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