

New look...

same great value

We recognise that today's consumer is looking for great value and straight forward product packaging to help them to select the right product solutions. That's why we have launched **new clearly labelled packaging for all of our over-the-counter products.**



There are multiple benefits of purchasing Almus products with Alliance Healthcare:

This is the latest development to reflect **our ambition to be the 'own brand' of choice for pharmacies.** Our bold new packaging is customer focused and incorporates clear product claims and warnings to assist your customers to make an informed decision.

Almus provides you and your customers **with desirable alternatives to leading brands at an affordable price,** allowing you the potential to increase your margins whilst also offering your customers better value.

Almus is a growing and innovative range of medicines, produced through partnership with many of the world's leading manufacturers, to provide high quality products.

We will continue this commitment to **product innovation,** to provide you with the range of products that we know you need across a wide and growing variety of therapeutic categories.

Our Almus Generics packaging will remain unchanged and will deliver the same smart labelling to aid dispensing and support customer safety as before.

- No minimum order required, delivered as part of your normal Alliance Healthcare delivery
- Counts to any minimum qualifying spend commitments with Alliance Healthcare
- Competitive market prices
- Available next working (subject to your order cut off transmission times)

Keep an eye out for further exciting new product developments over the coming months



Order Almus products through the Alliance Healthcare Portal, AH Direct, your PMR or call: **0330 100 0448**