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## **New Ownership Team Celebrates One Year Anniversary**


**LENOX, MA:** Since they purchased their former partner's interest in the Lenox Village Pharmacy in Lenox a year ago, Anne Browne and Joe Martragono have made many changes and improvements to expand the business, both locally and internationally.

Almost immediately they changed the name of the business back to Lenox Village Integrative Pharmacy (LVIP) and launched a comprehensive re-branding effort. Anne said "We are so much more than a traditional pharmacy. We wanted the name and brand to reflect our mission to integrate a wide range of offerings to support wellness, prevention and treatment options."

The new LVIP logo design garnered a national American Graphic Design Award this year. LVIP's rebranding was handled by Liz DeMarco and Nan Bookless of BookMarc Creative and Pamela Scott-Smith Marketing & Communications. Implemented throughout all of LVIP's printed materials, packaging and advertising, the website also has a completely new look and feel, and a new url, [www.LvipRx.com](http://www.LvipRx.com).

The business now boasts three full-time pharmacists, a staff of over 20 employees, and customers spanning around the globe from the Berkshires to Japan. And with four distinct business segments in place, the sister and brother team are managing a traditional pharmacy, a compounding pharmacy, a nutritional center with pharmaceutical grade vitamins, minerals and supplements and their B2B segment, an institutional fulfillment pharmacy.

As a locally owned and operated business, the new owners have a commitment to giving back and to being a green business. Joe, who lives in Lenox, states that "My kids go



to school here, I coach the Lenox Cal Ripkin baseball team, so we want LVIP to be part of the fabric and future of the community.” The most recent investment in being a green business was to replace all of their plastic merchandise bags with eco friendly tote bags. Made from polypropylene, these take less energy to produce than the now obsolete bags, and are manufactured using alternative energy sources. And, the best part is that the tote bags are completely reusable and recyclable, and are offered at no cost to LVIP’s customers.

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