

26 Sep 2023 | Interviews

# Over The Counter 26 Sept 2023: Disrupting the Consumer Health Industry, With Maxwellia's Anna Maxwell

by [David Ridley](#)

In this episode, HBW Insight catches up with UK switch specialists Maxwellia to find out what's next for the company that gave to the UK one of the first OTC daily contraceptive pills. Now a disruptive consumer health player in its own right, the company is looking for investors to take it to the next level and help launch two new women's health products in the pipeline for next year, CEO Anna Maxwell reveals in this exclusive interview.

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[UK's Maxwellia Creates AI Influencer To Counter Hormonal Contraception Misinformation](#)

[Top 10 UK OTC Marketing Stories 2021: Switches And Digital Prove Popular](#)

[HRA Pharma And Maxwellia To Launch The UK's First OTC Daily Contraceptives](#)

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