

04 Oct 2024 | News

# UK's Maxwellia Looking For £2m Investment To Fuel 'Next Phase Of Rapid Growth'

by [David Ridley](#)

Maxwellia is inviting 100 investors to contribute to the “development of new healthcare solutions that will benefit millions, while also playing a role in shaping the future of self-care.”

UK women's health specialist Maxwellia is looking for 100 investors to back the firm's continued transformation into a major consumer health player.

Maxwellia hopes that the “100 Club” will together contribute £2m towards the “development of new healthcare solutions that will benefit millions, while also playing a role in shaping the future of self-care,” the firm says.

“Maxwellia is at a pivotal moment,” commented Maxwellia CEO Anna Maxwell. “We've demonstrated the power of our model with tremendous growth, and now we're ready to take it to the next level.”

“This investment round offers a rare opportunity for investors to join us at an early stage as we shape the future of consumer healthcare,” Maxwell continued. “Our expertise in switching prescription medications to OTC solutions is transforming self-care, and with the support of our investors, we can accelerate our plans to innovate even further.”

## Growth Journey

In recent years, Maxwellia has transformed itself from a start-up operating with a “switch-in-a-box” strategy – based on taking off-patent medicines through the MHRA's switch procedure and then out-licensing them to consumer health companies – into a consumer health company in its own right, boasting four women's health brands in its roster. (Also see "[Maxwellia Poised To Become Consumer Health Player If Daily Contraceptive Switch Approved](#)" - HBW Insight, 17 Mar, 2021.)

Three of these were based on Rx-to-OTC switches; the pathbreaking Lovima daily contraceptive pill – switched alongside Perrigo’s Hana (both desogestrel, 75mcg) – followed this year by two menstrual health brands, Evana (tranexamic acid, 500mg) for heavy menstrual bleeding, and Ultravana for period pain (naproxen, 250mg). (Also see "[HRA Pharma And Maxwellia To Launch The UK’s First OTC Daily Contraceptives](#)" - HBW Insight, 9 Jul, 2021.) (Also see "[Maxwellia Delivers Two UK Menstrual Health Rx-To-OTC Switches](#)" - HBW Insight, 23 Apr, 2024.)

“These brands are now stocked by some of the UK’s largest pharmacy chains, including Boots, Superdrug, Tesco, and Asda,” Maxwellia noted. “With 3x revenue growth year-on-year and a qualified pipeline of innovative products, Maxwellia continues to push the boundaries of consumer healthcare.”

“With the UK OTC market booming, set to reach £4bn by 2030 and with calls for a renewed focus on medicine reclassification to support the over-stretched NHS, the time is ripe for innovating in self-care,” it added.