

## Jäger Health – Phytothek

# Building pharmacy authority in herbal medicine

### Situation

Bionorica needed to shift pharmacies from being passive dispensers of herbal remedies to recognised destinations for phytotherapy expertise.

Across Germany, pharmacies lacked a clear way to differentiate their offer in natural medicine, and consultation quality varied widely. Without a consistent in-store presence or trained staff, herbal medicines were often under represented and under sold.

The commercial challenge was to create a scalable model that would both elevate pharmacy expertise and make phytotherapy visible, credible and easy for consumers to engage with.

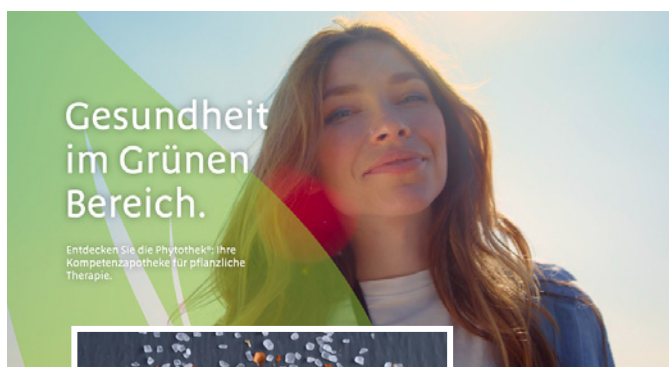
### Solution

Jäger Health developed and continuously evolved the **Phytothek** concept as a complete pharmacy activation platform.

This included:

- **Dedicated in-store environments** – branded Phytothek spaces designed to make herbal medicine visible, navigable and credible at the point of sale
- **Structured staff training** – pharmacy teams trained and certified in phytotherapy (Phyto PTAs), improving consultation depth and confidence
- **Always-on activation programme** – year-round campaigns designed to drive engagement, including interactive in store initiatives and seasonal communication
- **Integrated brand system** – consistent visual identity, messaging and POS materials, supported by ongoing brand management and creative development
- **Digital touchpoints** – QR-enabled content and campaign extensions linking in-store engagement to digital interaction

This approach turned phytotherapy from a product category into a **retail and consultation experience**, embedding expertise, visibility and engagement into everyday pharmacy practice.



## Results

**Established a scalable pharmacy model** with more than 900 participating pharmacies adopting the Phytothek concept



**Strengthened consultation quality** through trained and certified pharmacy staff, positioning pharmacies as trusted experts in herbal medicine

**Increased sales of herbal medicines** versus structurally similar non Phytothek pharmacies, supported by IQVIA market data



**Delivered sustained in store engagement** through continuous POS activations and campaigns that drive interaction and repeat visits

**Created long-term brand value** for both Bionorica and participating pharmacies through consistent visibility and differentiation

