



PHARMA PRESCRIBED .COM

NEWSLETTER · IN CONVERSATION WITH ANNA MAXWELL

From prescription to pharmacy shelf

Anna Maxwell — pharmacist, founder and CEO of Maxwellia — on widening access to medicines through reclassification, and what it takes for a female founder to raise serious money on a mission.

Anna Maxwell is a pharmacist who has turned a single conviction into a company. As CEO and founder of Maxwellia, one of the UK's most ambitious consumer-healthcare businesses, she specialises in reclassification — the highly regulated work of turning prescription-only medicines into trusted, pharmacy-ready brands. Over thirty years in and, as a female founder, more than 13 million pounds of equity raised, her mission has never wavered.



My whole career has been dedicated to widening access to medicines.

— Anna Maxwell, on Pharma Prescribed

Access as the mission

Reclassification sounds technical until you see what it's for: moving a medicine from behind the prescription pad to the pharmacy shelf means people can help themselves sooner, with pharmacist support, without a GP

gatekeeping every step. Anna frames the whole thing as widening access and handing people more control over their own health.

Purpose meets commercial discipline

She's clear that mission alone doesn't build a company. Maxwellia is proof of what happens when purpose meets commercial discipline and relentless ambition — and the 13 million pounds raised is evidence that a values-led consumer-health business can also be a serious commercial proposition, not a compromise.

A female founder, plainly

Anna is matter-of-fact about raising significant equity as a female founder in a field that doesn't make it easy, and about what it demonstrates for the founders coming behind her. The lesson isn't a slogan; it's a track record that quietly moves the baseline of what's assumed possible.



Listen to the full episode

Anna Maxwell on Pharma Prescribed — at pharmaprescribed.com and wherever you get your podcasts.

Anna Maxwell is a pharmacist and the CEO and founder of Maxwellia, a UK consumer-healthcare company specialising in medicine reclassification.