

## ANF celebrates 50 years with a renewed identity and Farmácias Portuguesas Campaign

“A vida passa pela Farmácia” (“Life goes through the Pharmacy”) is the motto of the new campaign

The **National Association of Pharmacies (ANF)** is celebrating its 50th anniversary with the launch of a new brand ecosystem and the renewal of its institutional identity, as well as the Farmácias Portuguesas brand. This strategic change reinforces the Association's commitment to society and the health sector, expressed in its new signature: **ANF. A voice for Health.**

The reorganization of the brand architecture, adopting a monolithic system, aims to ensure greater communication coherence and reflect the organization's evolution in an increasingly digital and ever-changing context. “This evolution represents our ambition to be more united, more aligned, and committed to a common purpose: For Health, we unite pharmacies to society,” states Ema Paulino, President of the Board of ANF.

The restyling, developed by the Havas agency, was conceived in harmony with the legacy built over five decades. The new graphic language brings modernity, flexibility, and consistency, reflecting a renewed identity without losing connection to its history. The design system unifies the different brands while respecting the specificity of each, ensuring a more coherent, distinctive, and impactful communication.

This new cycle is accompanied by the launch of the website [www.anf.pt](http://www.anf.pt), designed for both the healthcare sector and society in general, reflecting the Association's commitment to the values of transparency, cohesion, and innovation, and its desire to be more accessible and closer to people. The new website offers detailed information about ANF and the pharmacy network in Portugal, an area dedicated to studies and publications, and a news section.

### “A vida passa pela Farmácia” (“Life goes through the Pharmacy”) Campaign

Under the motto “**Life goes through the Pharmacy**”, the new Farmácias Portuguesas campaign kicks off on July 16th. The concept highlights the unceasing presence of the pharmacy in life's significant moments, reflecting a relationship of closeness and trust built over time – a true health journey, alongside people, every day, at any time, throughout life.

With creativity by Havas, the campaign includes a film that will run on television, radio, and digital platforms, with activations in display, social media, and native content platforms. This multichannel strategy ensures national coverage and reinforces brand awareness, reaching the target audience through different media consumption moments and formats.

A leader in the health and well-being segment, the Farmácias Portuguesas brand reinforces its values and highlights competence, trust, and proximity as distinctive elements in the relationship between pharmacies and people, elements that make them unique in the sector. An integral part of people's and communities' daily lives, Farmácias Portuguesas also stand out for the ability to provide evidence-based healthcare, with an innovation-centric approach.

The brand also presents a new purpose: **For Health, we care with proximity** – a clear expression of its mission to care for and promote the health and well-being of the entire population, with safety, trust, and accessibility.

Campaign materials available [here](#).

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