



New era of Health Care coming to Dungarvan

A NEW and innovative approach to pharmacy is due to open shortly in Dungarvan. Raymond and Christopher Kelly of Kelly's Pharmacy, O'Connell Street, are soon to open the all new Pharmacy and Wellness Centre on High Street Dungarvan.

Pharmacy in the town has recently changed hugely with the emphasis no longer on health, where it has traditionally been based, and followed the national trend of greater emphasis on cosmetics and beauty products. The time has come to refocus on health and the patient.

Constrained by space in the current premises the brothers have bucked the trend and changed the emphasis to the patient and focused on the patients and customers needs.

The pharmacy and wellness centre will be a superbly designed space dedicated to health care and the whole

needs of the patient.

Encompassing 3000 sq. ft., the new pharmacy will be an exquisite example of how design can concentrate on what is truly important to the individual, and offer a range of services and products which promote health and wellness to the public at large.

The wellness centre is intended to work in conjunction with the rest of the pharmacy and is integral to it. Five separate rooms will provide practitioners of many disciplines to come together under one roof.

Christopher and Raymond are open minded as to the composition of the practitioners. It would be an ideal location for dentists, beauty therapists, acupuncturists, herbal remedysts, dieticians, masseuses, councillors, consultants and any other health related professions.

"Our location beside the

High Street Medical Centre allows for a wonderful synergy between the pharmacy, the medical centre and the wellness centre" says Christopher. "It will be a brilliant location for a progressive entrepreneurial health professional working in association with what will be the most fabulous pharmacy in the country."

Raymond emphasises the unique design and finish of the project. Designed by internationally acclaimed architects Douglas Wallace, Dublin (famed for such projects as Brown Thomas, Dublin, the G Hotel, Galway, and the Cliffe House Hotel, Ardmore) it will be the opposite of what is the current trend. Soft warm colours contrasting with cut stone walls and soft contoured shapes will offer a new experience to the customer.

"We have felt for some

time that the current pharmacy design is a white clinical environment which is uncomfortable to work and shop in" says Raymond. "We have created an atmosphere which is comforting and delightful to be in. Customers should feel at ease to browse and spend time deciding what is the most suitable product for themselves, with the traditional focus on customer service and professional advice being the only priorities."

Raymond (0876785501) and Christopher (087 2439659) are actively seeking interested partners for the Wellness Centre. Members of the public are encouraged to give their ideas at any time. Please contact either of the boys or David, Siobhan or Clare in **Sherry Fitzgerald Reynolds, Dungarvan (058 23444)**.

