**Contact name FOR IMMEDIATE RELEASE: [DATE]
Contact Phone
Contact email**

**[Name of Pharmacy] AMONG FIRST IN THE NATION TO INTRODUCE FULLY AUTOMATED RECONSTITUTION AND FLAVORING DEVICE INTO PHARMACY**

**[LOCATION] -** [Pharmacy Name] offers personalized taste options for liquid medications thanks to a small biotech company from Maryland – FLAVORx®. The newly introduced Fillmaster Auto™ is the first fully-automated reconstitution and flavoring device, designed to save pharmacies time and improve dispensing accuracy behind the counter. **[Pharmacy name]** is proud to announce they are among the first in the nation to install this device to offer their customers a better pharmacy experience.

“We are thrilled to have the Fillmaster Auto as part of our pharmacy. The flavoring program has been a fantastic way to engage our customers. In addition to that offering, we are thrilled to have this tremendous new technology to help us offer a more streamlined and personalized experience for our customers. When we ask young children what flavor they want their medicine to taste like, they feel in control and are usually more receptive to taking it,” said **[pharmacist name, title].** “Our goal is to make medicine time less stressful for kids and parents. The new Fillmaster Auto helps us provide that service in no time at all.”

The new Fillmaster Auto combines Fillmaster’s automated water dispensing technology with FLAVORx’s proven medication adherence boosting flavors, into a cutting edge piece of pharmacy technology. Pharmaceutical reconstitution, which in many pharmacies is still a manual, inefficient, error-prone process, is accomplished at the push of a button with the Fillmaster Auto. The entire process of filling and flavoring a liquid medication is accomplished in a matter of seconds.

**[Pharmacy name]** uses FLAVORx to personalize the taste of liquid prescriptions. Commonly dispensed drugs like amoxicillin, azithromycin, cefdinir, prednisolone, and Tamiflu can be flavored to a child’s favorite flavor. Bubblegum, grape, strawberry and mango are just a few of the popular options available to customers for **[price]** and can be mentioned to your prescriber or at the pharmacy.

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**Pharmacy Name (link to pharmacy’s website) located in City, State, has been an established pharmacy since year opened.  Specializing in helping children take their medicine using FLAVORx's copyrighted flavoring recipes, which have safely flavored more than 65 million prescriptions and over-the-counter medications. The pharmacy’s mission is\_\_*your mission*\_\_\_\_\_\_\_.**