

Cold & Flu

Cough, Cold & Flu



Following the merger the retail footprint of Amcal is now poised for growth and expansion of the network.

A key element to this piece is the transitioning of more than 13 MyChemist stores to the Amcal brand, which began with the Chadstone store in March 2025. The rebranding and inclusion of the MyChemist stores (with some also moving to the DDS brand) is part of Sigma's strategy to reinvigorate Amcal's market presence.

In late 2024 Amcal launched a national campaign titled "Amcal. For You. For Life.", emphasizing its 85-year legacy of trusted healthcare. The campaign has included high-visibility advertising at major venues like the MCG and Optus Stadium. The campaign has also been strengthened by Gen Well, a new health and wellness series, launched on Foxtel's LifeStyle channel and hosted by well-known Australian TV personality, Ali Daddo.

Our Amcal pharmacists continue to service the needs of the community and extending their practices, with Amcal pharmacies administering over 200,000 vaccinations during the year.

There has been continued investment in brand development and infrastructure to support Amcal's growth.

Amcal Pharmacy has partnered with RizeUp Australia, a charity dedicated to supporting families affected by domestic and family violence. This collaboration is part of Amcal's broader commitment to community health and wellbeing, and it aligns with its values of care and support for vulnerable individuals.



Benefits of Being an Amcal Member

Brand Power: nationally recognised with decades of consumer trust.

Marketing Muscle: Professional marketing campaigns, loyalty programs, and digital tools that drive foot traffic and customer retention.

Clinical Support: Expert training, resources, and programs that elevate your role in primary healthcare.

Retail Excellence: data-driven insights, supplier deals, and operational support to grow your business.

Community Connection: a network of passionate pharmacists committed to making a difference.