

Three pages today

TODAY'S *Pharmacy Daily* includes details of a new product being introduced to pharmacies this month.

The Blender Bottle is a simple and effective way to mix baby formula and slimming drinks and is being promoted as an ideal companion sale - see p2 and p3.

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CHC urges TGA scrutiny

THE government should ensure best practice of the Therapeutic Goods Administration after its actions against Pan Pharmaceuticals "unjustly damaged" the complementary healthcare industry five years ago, the Complementary Healthcare Council claimed yesterday.

The CHC said the TGA's decision in 2003 to recall 1600 Pan products, prompted by concerns about the Travacalm drug, saw

Quitline success

PHARMACY staff should reinforce that quitlines are a vital part of smoking cessation, with new research indicating smokers were more likely to be abstinent if they used phone-based services rather than rely only on GP visits.

Researchers from the Cancer Council Victoria and the University of Melbourne found that after three months, smokers were twice as likely (12% vs 7%) to be abstinent, and three times as likely after a year, if they called the evidence-based quitline.

"The benefit is largely due to patients in the referral condition receiving more external help than patients in the in-practice condition," the study authors wrote in *Family Practice*.

WA armed robbery

TWO female staff were threatened with a gun during a robbery at a WA pharmacy.

A man entered the in Yokine pharmacy about 9pm Tuesday and pulled a gun from his trousers and jumped over the counter.

He demanded cash from the women before leaving the store with the stolen money.

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that's confidence!

HURRY - Limited stock!

Jolly Price Gun **\$75.90**
Kendo Price Gun **\$64.90**
Both include 10 rolls of white permanent labels - FREE!
Prices inc gst, delivery charges may apply.

RU486 reluctance

TOMORROW'S Family Planning NSW Conference in Ashfield, Sydney will discuss the reluctance by Australian pharmaceutical companies to produce or market controversial 'abortion drug' mifepristone (RU486).

Presenter Professor Caroline de Costa said she's hopeful that a TGA application for approval of the drug "will be made by an overseas company and that this will be soon."

DISPENSARY CORNER

THE Olympics is producing some amazing images of fitness and health, but millions of TV viewers around the globe grimaced at an incident during the weightlifting competition yesterday (pictured below).

Hungarian athlete Janos Baranyai was attempting to lift 148kg when he dislocated his right elbow, causing his forearm to unnaturally bend backwards.

Medical experts say this type of strain will probably need a bit more than Dencorub.



Look at my trick elbow!

One-stop uniforms

THE Uniform Super Store will shortly expand the range of products available on its website to include promotional products, and is offering a special deal for *Pharmacy Daily* readers of \$50 off embroidery set-up costs.

The www.uniforms.com.au site offers online shopping and a uniform management system for businesses with multiple locations.

Look to the future

THE Australian Pharmacy Professional Conference and Trade Exhibition 2009 has been scheduled for 02-05 Apr next year.

APP2009's theme, 'The new frontier: Bringing solutions to your pharmacy practice', will address issues incl PBS reforms and the threat of supermarket pharmacy ownership.

For details about seminars and speakers, check the Pharmacy Guild's new conference website at www.appconference.com.

the UNIFORM super store

* Mention this advert to receive
\$50 off your Embroidery Set Up!
Offer ends 31st Aug! So be QUICK!
UNIFORMS.COM.AU

Win Designer Fragrances!

TODAY is your last chance to enter our competition to win a beautiful fragrance from Designer Brands, courtesy of **Total Beauty Network**.

CONGRATULATIONS to Noelene Morris of Marlin Coast Amcal who was the first subscriber yesterday to name five of the designers, some of which include Dolce & Gabbana, Jean Paul Gaultier, Yves St. Laurent, Christian Dior and Estee Lauder.

For your chance to win this fantastic prize, send your answer to the below question to: comp@pharmacydaily.com.au.

How large are the fragrances?

The first person to answer correctly will win.

HINT: Go to www.tbn.com.au and click on the Designer Brands logo at the top of the page.



Is it a mixer, a water bottle, or a work of art?

Yes.



Function or style? Too hard to choose? Now you can hold both in the palm of your hand. The BlenderBottle® is as functional and effective as it is unique. From creamy smooth nutrition shakes to hot fluffy omelettes, now you can mix, pour and store - all in the same container.

Made of surgical-grade stainless steel, the BlenderBall™ wire whisk makes short work of your mixing needs. Simply drop the ball in with your ingredients and shake. The ball is designed to remain in the bottle until you've enjoyed the contents.

Simpler is better. No batteries or electricity means portability and dependability. Use it in the kitchen, at the office, at the gym, when you travel, or on the go. Did we mention it also makes a great water bottle? Now you can make great-tasting drinks anytime, anywhere. Life is about to taste a whole lot better!

Features:

- Stainless steel BlenderBall™
- 20 or 28-ounce capacity
- Available in a variety of colours
- GripperBars™ make it easy to hold
- Embossed ounce and millilitre markings
- StayOpen™ flip cap won't close on your nose
- Easy to clean - dishwasher safe
- Large drink/pour spout.

- Secure screw-on lid
- Wide mouth makes it easy to add ingredients
- Fits in most car drink holders
- Patented

Great for:

- Baby formula
- Slimming drinks
- Nutrition Shakes
- Salad Dressings
- Pancake Batter
- Yoghurt Smoothies
- French Toast Batter
- Lump-Free Gravy
- Scrambled Eggs
- Pudding
- Omelettes
- Water



www.hippfuture.com.au/blenderbottle
02 8208 5988

3 Reasons to try the Fantastic new *Blender Bottle*

1. Great Margins with up to 79% markup



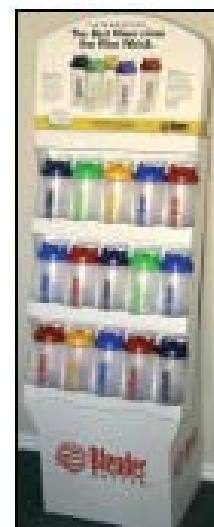
	20oz Blender Bottle	20oz Blender Bottle (15x) Carton	28oz Blender Bottle	28oz Blender Bottle (15x) Carton
Retailer Net/Net Price (incl. tax)	\$ 7.81	\$ 117.15	\$ 8.36	\$ 125.40
Rec. Retail sell price ex GST	\$ 11.77	\$ 176.55	\$ 13.59	\$ 203.85
Retailer Margin	\$ 5.14	\$ 77.10	\$ 6.59	\$ 98.85
Retailer Markup %	66%	66%	79%	79%
RRP	\$ 12.95	\$ 194.25	\$ 14.95	\$ 224.25

- ▶ Make up to \$6.59 margin on EVERY BOTTLE
- ▶ Simple but Brilliant, Premium Quality
- ▶ The patented Blender Ball mixes the thickest of drinks with ease



2. Opening Order Counter Display Deal

Receive a FREE pre-packed Counter Unit including 6 FREE 20oz. BOTTLES valued at \$78.00, with every 3 cartons ordered.



3. Opening Order Floor Display Deal

Receive a FREE pre-packed Floor Display Unit including 15 FREE 28oz. BOTTLES valued at \$224.00, with every 5 cartons ordered.

STORE CONTACT DETAILS:

Customer _____ Contact Name _____

Address _____

Postcode _____ Phone _____ Fax _____

Order Quantity: **20oz Blender Bottle** _____ ctns **28 oz Blender Bottle** _____ ctns

TICK BOX: Counter Unit (1 ctn order) Pre-packed Counter Display (3 ctn order)

Pre-packed Floor Display (5 ctn order)

Preferred Wholesaler _____

FAX ORDERS to HIPP FUTURE Fax (02) 8812 2695 or PHONE 02 8208 5988

For more information go to www.hippfuture.com.au/blenderbottle