

Two pages today

TODAY'S *Pharmacy Daily* includes our regular health, beauty and new products feature on page two.

And tomorrow we launch a new travel column for all those keen pharmaceutical globetrotters.

The Perfect Locum

PSA NSW is running a 'Perfect Locum Workshop' next month, aiming at pharmacists who want to do locum work or are already doing it and want to be perfect!

The 12 Feb seminar will cover a range of issues incl establishing and marketing yourself as a locum; more info 02 9431 1100.

Retail rent enquiry

THE Productivity Commission has announced a series of public hearings to discuss the Draft Report from its enquiry into The Market for Retail Tenancy Leases in Australia.

The hearings will take place across the country next month; more info www.pc.gov.au.

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Coles still wants pharmacy

COLES Supermarkets continues to have pharmacy aspirations, with a trademark application approved last week prohibiting rivals from using the name 'Coles' in relation to retailing of pharmaceuticals.

The move, reported in Fairfax newspapers today, confirms that despite the company now being owned by Wesfarmers, pharmacy is still definitely on the radar.

The new Coles trademark uses the tag line 'the everyday, inspired' and has been registered in a number of classes, including IP Australia's class 35 which includes "retailing of pharmaceuticals" and class 44 which incorporates "Pharmacy

Analytica approval

A NUMBER of intravenous delivery products manufactured by Analytica Ltd have now been included on the Australian Register of Therapeutic Goods.

Analytica is an Australian public company involved in the design, development and supply of Class I and IIa medical devices into the Australasian market.

The company's flagship product, an "autostart burette" which automatically restarts the delivery of IV fluid once it's dispensed a predetermined amount of medication, is included in the approval subject to successful completion of a current validation program.

Inclusion of the burette, infusion set and hypodermic needle products means the company can now enter into "substantive discussions with distribution agencies to manage domestic sales and tendering of these devices," Analytica said.

**Owners - need a locum or permanent staff?
Pharmacists - need a job?**

 **Pharmaceutical
Locum** company pty ltd

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advice services".

When Coles purchased online pharmacy Pharmacy Direct in 2006 the company's ceo at that time John Fletcher said the deal would help it understand pharmacy and "put us in a good position if the regulations change in the future."

A cash injection?

BOTH Primary and Symbion are using the same imagery in newspaper ads targeting Symbion shareholders today.

The Primary ad shows a syringe, warning shareholders that with falling sharemarkets and uncertain times, they should "seek a cash injection before it's too late."

Symbion, on the other hand, also shows a syringe (this time with a needle attached), saying "when it comes to a cash injection, you should be entitled to a full dose."

Primary now holds 38.29% of Symbion in its \$4.10 per share takeover bid which closes 07 Feb.

Novo Nordisk cuts inhaler product

DANISH pharmaceutical manufacturer Novo Nordisk has announced it will cease developing its AERx inhaled insulin product.

The company said the product didn't have sufficient commercial potential, following the withdrawal last year of Pfizer's Exubera insulin powder inhaler due to poor sales.

Novo Nordisk's system aimed to deliver inhaled droplets of liquid insulin, but a spokesman said "In simply looking at the market and the convenience of our device, we decided it is not really there."

Barnaby to rescue

SMALL business and pharmacy advocate Senator Barnaby Joyce played the hero yesterday when he helped rescue a New Zealand tourist from rough seas during his holiday on the Sunshine Coast.

Joyce and two others grabbed boogie boards to swim out to the man in difficulties.

"This gentleman was from New Zealand so, unfortunately for him, he was heading home, but by the wrong means," Joyce quipped.

Tysabri US approval

THE US Food and Drug Administration has approved the marketing of Tysabri for the new indication of Crohn's disease.

The drug is already sold in the US as a multiple sclerosis therapy.

Vege chips recall

A POPULAR brand of snacks has been withdrawn from sale in Australia due to potentially high levels of cyanide in the raw materials.

All batches, flavours and sizes of Piranha Vege Crackers have been recalled by manufacturer Tixana after cyanide was found in the ingredient cassava in a batch of exported crackers.

Food Standards Australia New Zealand issued a national warning on Mon, saying that although the likelihood of illness due to eating the product was low, consumers were urged to avoid the snacks as a precaution.

"If you have consumed this product and are feeling unwell you should seek medical advice," the statement read.

Tixana is working with authorities to work out the extent of the problem and will later make a decision about the return of the product to sale.

Get your copy of *Community Pharmacy* today!

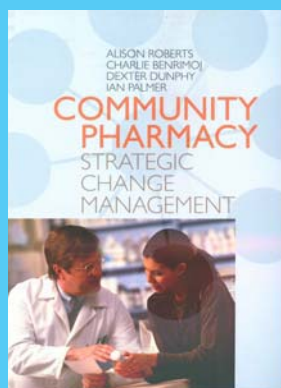
Community Pharmacy: Strategic Change Management has hit the book shelves!

The book, which covers the essential trends and issues in successful pharmacy management for today and the future has been written by S.I. (Charlie) Benrimoj, Professor of Pharmacy Practice at the University of Sydney; Alison Roberts, a research fellow in the Faculty of Pharmacy at the University of Sydney; Dexter Dunphy, Distinguished Professor and Ian Palmer, Associate Dean (Research) and Professor of Management at the Faculty of Business, University of Technology, Sydney.

The book will help community pharmacists and pharmacy owners adapt to an increasingly competitive retail environment by providing industry-specific tools for change.

Key features include authentic pharmacy case studies, development by world leading authorities utilising the latest research and balanced coverage with theoretical insights and practical focus.

The book is highly suitable for pharmacy students, providing the knowledge and skills for best practice in community pharmacy - [click here to view a list of bookstores stocking the publication.](#)



New product to promote?

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Health, Beauty and New Products

Welcome to our weekly feature with all the latest health, beauty and new products for pharmacy! Suppliers wanting to promote products in this feature should email advertising@pharmacydaily.com.au.



Anti-age hand cream with SPF 15

Nivea's DNAge Hand Care cream (100ml) is formulated with folic acid to increase surface skin cell renewal, and creatine, which provides the energy source for this renewal. Importantly for younger-looking, smoother and more supple skin, it also contains SPF 15 UV filters to protect against sun damage.

RRP: \$5.90

Stockist: Nivea

Tel: 1800 444 002

Is that a cleanser in your pocket?

Swisspers Pore Cleansing Pads are double-sided, with a convenient finger-pocket - slip your fingers inside the pocket, dampen with water, and wipe the face clean. One side of the pad has micro-beads for deep cleansing and exfoliation, while the other side is smooth to gently lift away residue. When wet, the pads release foaming cleansers and moisturisers to clean and hydrate the skin.

RRP: \$11.95

Stockist: McPherson's Consumer Products

Tel: (03) 9543 4577



Teaching toddlers to feed themselves

Mealtime for babies and toddlers can be a messy occasion. Dream Baby's Stay-Put Cutlery claims to not only defy gravity, but to teach feeding basics. The flexible coil cord replicates the hand-to-mouth feeding action, encouraging infants to repeat the motion. This set contains a fork, spoon and matching bowl with a super-strong suction pad.

RRP: \$19.95

Stockist: Dream Baby

Tel: (02) 9386 4000

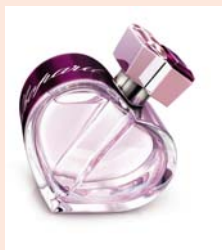
Homeopathic help for cramps

For athletes and regular sufferers of muscle cramp, there is now a fast-acting oral spray that assists in the relief of associated pain. Cramp Stop is a homeopathic formulation for helping restore normal muscle function, particularly in an acute spasm. It contains no stimulants, is safe for children, has a good safety profile and has been listed with the TGA.

RRP: \$24.95

Stockist: Doward International

Tel: (03) 85874650



Very happy Valentine's

On counter in time for Valentine's Day, Chopard's Happy Spirit is packaged in a heart-shaped bottle with a stopper in the shape of an emerald-cut diamond engagement ring - a perfect present for customers' loved ones. Notes of blood orange, magnolia mist, honeysuckle, raspberry, amber and musk capture the spirit of being in love.

RRP: \$59-\$99

Stockist: Trimex

Tel: (02) 9663 4277



DISPENSARY CORNER

A SHOPKEEPER in Austria has demonstrated one way to deal with an armed robber.

27-year-old Ingrid Kassel is being hailed as a hero after she ignored a gun that her assailant was waving at her.

The thief reportedly burst into the shop in Vienna, pushed to the front of the queue, pulled out a pistol and ordered her to open the till.

Rather than quailing in fear, Ingrid said: "I thought he was joking or something so I told him to get to the back of the queue."

The confused robber, who fled empty-handed, is now the subject of a police manhunt.

HYGIENE clearly isn't a priority at a New York hotel, which was today named the dirtiest hotel in the US for the third time.

Consumer reviews of Manhattan's Hotel Carter described bedbugs and revolting bathrooms at the 700-room property on West 43rd Street.

Coincidentally the same hotel was the subject of a *New York Post* report earlier this year when a housekeeper found the body of a woman under a bed.

A TISSUE would have come in handy for a child who's been criticised for spoiling a tourist brochure in the UK.

The Mid Suffolk District Council produced a leaflet about a local footpath network called Thornham Walks, but the picture on the front features a group of children, one of whom happens to be picking her nose.

An official admitted that "It's not the best photograph, but they wanted a real picture, not a typical staged one."



Which walk will we pick, mummy?