

Win a car from API!

API is inviting pharmacies to join its Pharmacy Best Buys promotion, for which the Sep major prize is a Holden Barina valued at over \$17,000.

More than 250 pharmacies already use the Pharmacy Best Buys program, which produces a personalised monthly promotional catalogue in conjunction with national press advertising.

More info on page two.

MA conference

MEDICINES Australia is inviting registrations for its Second Medicines Joint Policy Conference to be held at the Hotel Realm in Canberra on 25-26 Nov.

See medicinesaustralia.com.au.

Win anti-wrinkle Lift!



CONGRATULATIONS to Kathrina Casella of Ayr Hospital Pharmacy who was the first subscriber yesterday to tell us the cofounder of The Lift is Marita Taberman Cocco.

Each day this week **Pharmacy Daily** is giving you the chance to win this daytime moisture treatment from Naked Glow, courtesy of **Total Beauty Network**.

The Lift is collagen building treatment infused with patented skin fabric, Bio Peptides and Scandinavian extracts.

The exclusive Skin Fabrica Silica Complex instantly fills in fine lines and wrinkles and the 5% Bio Peptides encourage collagen production and smooth skin.

To win this great product, we're asking you to send your answer to the below question to: comp@pharmacydaily.com.au.

Name two ingredients in The Lift?

The first person to answer correctly will win.

HINT: Go to www.tbn.com.au

and click on the Naked Glow logo at the top of the page for more info.



Alphapharm 01 Aug push

ALPHAPHARM claims to be "the only company directly informing consumers of their ability to choose generic medicines," with a promotional push coinciding with tomorrow's introduction of the long-awaited PBS reforms.

The company's ceo John Montgomery said that according to PBS figures, on more than 27 million occasions last year consumers paid more than they had to for their prescription medicines.

"That equates to about \$80 million that consumers paid, perhaps unnecessarily," he said.

He said that if patients aren't being offered a generic medicine for their prescription "they

Diseased workers

EIGHT in ten mature-age workers suffer from at least one chronic disease, ABS data reveals.

Heart disease and arthritis were most common, affecting about 25% of Australians aged 45 to 74.

But rates for the two diseases were double among their unemployed counterparts, of whom only one in 10 was illness-free.

"Interestingly though, rates of obesity were pretty much the same regardless of whether you are working or not," said ABS director of social statistics Denise Carlton.

The report states that 7% of the workers believed their condition was triggered by their work.

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should ask their pharmacist whether there is one available to them."

Effective tomorrow the PBS reforms will actively encourage pharmacists to inform consumers that they have a choice of generic medicines, and to offer generics when appropriate.

Mental illness films

MOVIES about mental illness have been honoured in a national film competition.

The Hope Awards winners were: *Hamish*, a drama by Hannah Moon; and *Less than Perfect*, a documentary by Brendan Brown Killen.

The aim of the Awards is to help reduce the stigma associated with conditions such as schizophrenia, bipolar disorder, depression and eating disorders, using short films for community education.

FGB name change

FELTON Grimwade & Bickford has changed its name to incorporate its flagship brand of eucalyptus product.

The company will now be known as Felton Grimwade & Bosisto's, and shortened to 'FGB Natural Products'.

A new website www.fgb.com.au and logo will support the re-branding, which pays respect to a brand Australians have known for more than 150 years, said FGB Marketing Manager Tegan Abbott.

HOT Travel Deals

WELCOME to *Pharmacy Daily's* travel feature.

Each week we plan to highlight a couple of great travel deals which we're sure will be of interest to everyone in the pharmacy industry.

Dreaming of a white Christmas? Here are a few packages to help those dreams come true!

MyBentours White Christmas in Lapland 4 day adventure is the ultimate family holiday, visiting Santa Claus in his secret forest hideaway and seeing the spectacular Northern Lights at Christmas time. Prices start from \$2090pp for adults and \$1330 for kids and include snowmobile safaris, snow golfing, ice fishing, accom, meals and much much more.

MyBentours Winter Lapland tour includes a stay at an Igloo

village, a reindeer safari, a visit to Santa Claus as well as an Icebreaker cruise with a chance to swim in the fresh arctic waters. This 8 day tour is priced from \$4860pp. For more info on all tours call 1800 221 712 or see www.bentours.com.au.

Or how about a 2 week skiing tour of Slovakia in Feb 2009?

Active Travel is offering this unique holiday, led by a Sydney based native Slovakian. The trip focuses on skiing in the Tatra Mountains and is for int. or adv. backcountry skiers. Priced from \$3597, for more info see www.activetravel.com.au.



DISPENSARY CORNER

VETERINARY experts in the US will shortly be searching for a home for a truly fat cat.

The 19.9kg porky pussy was found waddling around a New Jersey town without a collar this week, with an animal shelter volunteer saying: "She's built like a quarterback."

The fat feline has been nicknamed 'Princess Chunk,' and has until Saturday to be reclaimed by her owner before being put up for adoption.

But officials were bemused at finding the animal wandering freely, saying "how do you lose a 44-pound cat?"

The tubbiest tabby on record was an Australian cat weighing 21.3kg which died in the 1980s.

However the "fattest cat" category is no longer published in the Guinness World Records because of fears that cat owners might hurt their animals in an attempt to break the record.

AND speaking of obesity, there was a huge amount of interest in an auction overnight for Queen Victoria's XXXXXOS underpants (PD 14 Jul).

Originally expected to sell for about £500 (A\$1050) the monogrammed bloomers, with a waist measuring 127cm and dating from the 1890s, led to a bidding frenzy which saw them fetch £4500 (\$9370).

"These pants, considering their provenance and pedigree, are very exciting," said auctioneer Charles Hanson.

At the same auction a Royal chemise sold for £4000, with a bust measuring 1.67m (66 inches).

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Image for illustration purposes only.
Prize will be a 3 door MY09 Barina

**Now is the time to
boost your sales with
the proven pharmacy
retail promotion that
delivers more than any
other program.**

Pharmacy Best Buys is API's proven low cost, easy to manage monthly promotion with over 250 pharmacies already benefiting from:

- ✓ **Excellent gross margins and competitive pricing**
- ✓ **Top sellers and market leading brands**
- ✓ **NATIONAL press advertising featuring your pharmacy details**
- ✓ **Catalogue distribution with your name and details exclusively on the cover**
- ✓ **Dynamic in-store point of sale including posters, price cards and shelf talkers**

WIN a new car in September

There has never been a better time to join in on the huge success of Pharmacy Best Buys. The September major prize is a Holden Barina valued at over \$17,000 with 5 consolation prizes of \$1,000 petrol vouchers. Imagine the attraction for your existing customers to spend more – and attract new customers to your pharmacy.

Don't miss out. With an annual fee of only \$300 and printing and distribution fee of just \$130 per 1000 catalogues, Pharmacy Best Buys is the best value program in the market today.

This is the retail boost that will help drive sales and improve profits for your business. Sign up today and take advantage of our NEW CAR giveaway!

To find out more, free of any obligation; please contact your API Business Development Manager or API in your state.

QLD	CAROL SMITH	(07) 3375 0300
NSW / ACT	KAY RICE	(02) 8844 2000
VIC	MARCIA INGHAM	(03) 9213 9431
SA / NT	EILEEN VASSOS	(08) 8260 9400
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REGISTER NOW!
Contact API for details

