

Souls boosts API

WH SOUL Pattinson & Co Limited has increased its shareholding in Australian Pharmaceutical Industries.

In a stock market update, Souls confirmed that it had purchased 5,787, 842 shares on market in the last week, boosting its holding to 23.96% of the firm.

RGH e-Bulletin

THIS week's edition of the Repatriation General Hospital Pharmacy E-Bulletin deals with the use of transdermal rotigotine, which offers a further choice for the management of Parkinson's Disease.

The bulletin is available at no charge by emailing chris.alderman@rgh.sa.gov.au.

Greg's off to Fiji with Fred!



PHARMACIST Greg Kossena of Cowes Amcal Pharmacy in Victoria is the lucky winner of the 'Fly to Fiji with Fred Office' competition.

He's won business class tickets for two as well as \$1000 spending money - and \$1000 towards a locum for while he's away in the Fijian sun with his wife.

The promotion was part of the launch of Fred Office in Mar, in which pharmacists were able to enter a draw after exploring the

Digital boosts sales 20%

SIGMA Pharmaceuticals and Prime Digital Media today released the results of research which they claim shows the effectiveness of in-store digital advertising.

The month-long study audited point-of-sale data, comparing sales of Blackmore's Women's Vitality and Hydralite in four pharmacies across Australia.

No additional point-of-sale promotions or catalogues were used in the pharmacies for the two products, with the firms saying they're among the first in Australia to release "tangible research about the effects of digital media advertising in Australian pharmacies."

The increase in sales of



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Hydralite in the pharmacies was 20% higher than in non-participating pharmacies over the same period.

Sigma ceo Elmo de Alwis said he was "delighted that our innovative retail strategy led us to introduce digital media into Sigma's leading pharmacies as it is driving increased sales in-store and for suppliers."

He said Sigma anticipates continuing the expansion of the network in the very near future.

Prime Digital Media spokesman Jon Marshall said the research proves that "pharmacy visitors are seeing the screens, recalling the advertising and responding to the messages."

The pharmacies which participated were Guardian and Amcal members in NSW and Vic, and sales were tracked for Mar when there was no advertising, and Apr when the advertising was implemented in the third week.

PBS update

THE health department has issued a summary of changes to the Pharmaceutical Benefits Scheme which came into effect yesterday, including a range of additions and deletions of items and brands - www.pbs.gov.au.

Sperm health boost

A NEW antioxidant formulation called Menevit will be available in pharmacies across Australia this month, and is said to be designed to improve sperm health and improve the chances of couples falling pregnant.

The product, distributed by Bayer, was developed by Dr Kelton Tremellen, a fertility specialist affiliated with the University of Adelaide's dept of Obstetrics, who said it's "the only formulation on the market here which has been "shown in clinical trials to promote conception."

DISPENSARY CORNER

A US PLASTIC surgeon is under fire for his controversial new children's book which explains the intricacies of nose jobs, breast implants and tummy tucks.

"My Beautiful Mommy" by Dr Michael Salzhauer claims to help four to seven year-olds prepare for their parents' plastic surgery so they aren't shocked by the results.

The book is the story of a child whose

mother gets a fairly extreme makeover, at one point explaining to her daughter that "as I got older, my body stretched and I couldn't fit into my clothes any more. Dr Michael is going to help fix that and make me feel better."

In the story the mother also says that after the bandages come off from her nose job she'll be "not just different - prettier!"

Critics say the book could help normalise plastic surgery.

HERE'S an airline to avoid - particularly at certain times of the month.

A regular *Pharmacy Daily* correspondent was in Cambodia last week when he spotted a plane sporting the uniquely named 'PMT Air' livery (below).

He said the women in the group laughed hysterically when they noticed the plane on the runway.



PMT Air - don't get me started!

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