

## Rental report

THE Pharmacy Guild will next week release the 2008 edition of its Rental Report.

This year it's being launched in electronic format, with Guild President Kos Sclavos saying he'd had excellent feedback from pharmacists about last year's report, with many using the data to dispel incorrect assumptions in discussions with their landlords.

## Win a copy of Travelling Well!

GILBERT Yeates of **Mater Health Services** and **Tania King** of **Symbion Pharmacy** were the quickest off the mark yesterday to tell us DEET stands for diethyl-meta-toluamide, the active ingredient found in many insect repellent products.

Each day this week **Pharmacy Daily** is giving subscribers the chance to win one of two copies of Dr Deborah Mills' amazing book *Travelling Well*.

The book, valued at \$24.95 is a must have guide to a safe and healthy journey, with detailed advice about pre-trip preparation, how to look after yourself while away and what to do if you get sick.

Dr Deborah Mills, widely known as "The Travel Doctor" is one of Australia's leading travel health care providers, and has over 20 years experience in the field.

To enter today, we're asking you to email in your answer to the following question to:

[comp@pharmacydaily.com.au](mailto:comp@pharmacydaily.com.au):

**Where is Dr Deb's clinic located?**

Hint: visit [www.travellingwell.com.au](http://www.travellingwell.com.au)

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## Guild to focus on retail

THE Pharmacy Guild of Australia yesterday signalled an increased emphasis on "front of shop" operations in pharmacy as it continues to promote the profession to government.

Speaking at the NSW Guild's Retail in Pharmacy Symposium in Sydney, Guild President Kos Sclavos said the boundaries between dispensary and retail operations were being blurred.

"Pharmacy should provide products where they are health related and the provision of advice from a health professional is necessary," he said.

"Customers don't care what the schedule of a medicine is," he said, advocating a role for pharmacists and pharmacy assistants as "demystifiers of information" for patients.

Sclavos also went through a

## Segment pharmacy

PHARMACY industry financier Medici Capital says it's time the industry thought about operating in different segments, with some pharmacists clearly unsuccessful in a retail environment.

The firm's ceo Frank Sirianni told yesterday's Retail Symposium that figures averaged across the industry showed that dispensary operations were 20 times as efficient as retail - and sales per retail square metre are actually trending down further.

Speaking on "Is the front of store vital," Sirianni said in some stores 20% of the floor space was generating 90% of the revenue.

He said that shortly the company would jointly release with the Guild a new "MG Index" for retail sales in pharmacy, which would allow pharmacists to measure the efficiency of their front of store operations.

"Pharmacists are not generally good retailers," he said, saying some stores should "consider alternative locations."

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## Roxon reform plan

HEALTH minister Nicola Roxon has signalled that Medicare provider numbers could be issued to pharmacists as part of a rethink of the Australian health system.

Today she announced an expert panel which would work with the govt in developing a primary care strategy increasing the use of health professionals such as pharmacists, nurses, dietitians and physiotherapists.

The move, set to be bitterly opposed by doctors, would help to address national shortages of general practitioners.

presentation which had been made as part of the Rudd govt's recent 2020 summit, saying that "for the first time our industry can see focus areas for the government."

As an example, degree programs in pharmacy will now include mental health content because of the high burden of disease resulting from mental health issues in Australia.

Sclavos pointed out key ways that pharmacy can contribute to the national health agenda with the increase of chronic disease, and said the proliferation across the profession of broadband gave great opportunities to improve future productivity.

He said the Guild "needs to play a role in coordinating connectivity" to help improve supply chain efficiency and offer integrated services.

Pharmacy's readiness to embrace electronic prescribing was in stark contrast to that of other professions such as doctors, who "fear e-health," Sclavos said.

## Brains up in smoke

AS if there weren't enough bad side effects of smoking to stop you quitting a French study has found memory loss and limited vocabularies can now be added to the list.

A comprehensive five-year study by the University of Paris and the University College London found that those who smoked were the worst performers in tests of their memory, reasoning, vocabulary and verbal fluency compared with non-smokers.

Ex-smokers were 30% less likely to have poor vocabularies than those who kept smoking.

The rates could have been worse, however, because many of the middle-aged participants died of other smoking-related diseases before they could take part in the follow-up tests.

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### Bush flower mist



[A'kin] Pure Rose Hydrating Mist claims to soothe even the most sensitive of skins while at the same time giving an instant refreshing lift. The mist includes a range of liquid extracts such as rose essence, aloe barbadensis leaf juice and vitamin B5, with a refreshing spray ideal to enliven the complexion. Other ingredients include Australian Bush Flower Essences such as old man banksia, dog rose and tall mulla mulla, said to "address profound issues of wellbeing and mind-body health."

RRP: \$19.95

Stockist: The Purist Company  
Tel: 1800 631 283

### Fruity cocktail gets fresh

Limited-edition Pretty Nina is a floral, fruity fragrance that sparkles with an explosion of mouth-watering flavours such as caipirinha lime, green apple, fresh raspberries, vanilla, caramel and Arabian jasmine.

RRP \$89

Stockist: Trimex  
Tel: (02) 9663 4277



### Rehydrating ice blocks



Natalia Hydramax Hydration Ice Blocks are a fun way for kids to rehydrate quickly. Specially formulated for children, Hydramax helps to replace electrolytes lost due to vomiting, diarrhoea, heavy sweating and other dehydrating conditions. The ice blocks come in raspberry and tropical flavours.

RRP: \$12.99

Stockist: Brands Worldwide  
Tel: 1300 555 597

### Easy on the eyes

The new Opticare eye drop dispenser is for people who find it difficult to self-administer eye drops due to shaky or weak hands. It provides a larger object to hold and minimal finger pressure is required. The dispensers are compatible with almost all types of multi-dose eye drops.

RRP: \$15.95

Stockist: Intelligent Health Systems  
Tel: 0407 140 500



### Rock chick accessories



Transform from schoolgirl to rock chick with Fing'rs Edge Nails and Fing'rs Edge Nail Art. The artificial nails are black with a white skull and crossbones. Girls can also get creative with Nail and Toe Art, which includes two sheets of designs including skulls, stars, bats and tattoos.

RRP: \$6.95-\$10.95

Stockist: Creative Brands  
Tel: 1300 650 981

### Beckham after dark

David Beckham's Instinct After Dark brings a night-time twist to the successful original fragrance. It opens with citrus notes of grapefruit, Italian bergamot and mandarin leaf, elegant middle notes of pimento, star anise and cardamom, culminating in vanilla and white amber.

RRP: \$55

Stockist: Coty  
Tel: 1800 812 663



### DISPENSARY CORNER

JAPANESE housewives are being urged to save the planet by changing their hygiene practices.

According to a recent survey nearly 25% "occasionally or always" separate their husband's clothes from those of the rest of the family when doing the laundry.

Nearly all of those who did so said the men's clothes are too dirty or smell too bad - singling out socks, underwear and pillowcases for special attention.

However a spokesperson for detergent maker Lion Corp said doing separate loads for the stinky stuff was unnecessary, and is "also no good for the environment."

WILL condoms work in space?

The operator of planned sub-orbital space flights, Virgin Galactic, says it's had a number of requests from couples wanting to be the founding members of the "100-mile-high club" when it launches in 2009.

The company's president Will Whitehorn confirmed an enquiry about a charter flight "so they could be the first to have intercourse in space and get in the Guinness Book of Records."

However any such attempt would be a matter of "wham bam, thank you ma'am" with passengers weightless for just five minutes.

Space medicine expert Dr James Logan claimed that "Sex in zero gravity would more or less be a flailing exercise."

Other pundits pointed out that the 110km altitude of the flights was only about 70 miles.

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