

Three pages today

TODAY'S *Pharmacy Daily* includes our regular Health, Beauty and New Products feature as well as a full page promoting the upcoming Pharmacy Expo in Sydney 20-22 Jun - see p3.

Diabetes drink

PHARMACY staff have a new option to recommend to people who monitor their blood glucose levels.

Glucerna SR is a vanilla-flavoured, gluten-free, nutritional powder with a slow-release carbohydrate formula and a low glycaemic index.

According to the developer, Abbott Nutrition, the drink may assist with glycaemic response, when used in conjunction with a healthy diet and exercise regime.

Glucerna SR is only available in pharmacies in a 400g tin which makes approx seven servings, when mixed with water.

Home workshop

PSA Qld is running a weekend workshop on Home Health Care on Sun 25 May in Newmarket, featuring hands-on advice from occupational therapists - more info mandyc@psaqld.org.au.

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Terry takes Symbion calls

TERRY White says he's now taken a number of phone calls from potential bidders for the consumer and pharmacy divisions of Symbion.

The calls follow complaints by White that pharmacists were being sidelined in the current sale of the assets by new owner

Government funds pharmacy projects

THREE projects led by the Victorian College of Pharmacy have been granted almost \$600,000 in Government funding.

Prof Colin Chapman, Prof Michael Dooley and Kevin McNamara will head up the Pharmacy Practice projects, which will study varied roles for community pharmacists.

Prof Chapman will investigate the impact of triage provided by community pharmacies.

'Every community pharmacy in Australia provides primary healthcare, including referral to other healthcare practitioners, but this core activity has never been adequately assessed.

'This will now be done in a project centred on Victoria from the perspectives of consumers, pharmacists and the other providers of healthcare,' said Prof Chapman.

Prof Dooley's project will study the integration of complementary medicines in community pharmacy practice and the ability of community pharmacists to meet these needs.

As reported in *PD* last week, Mr McNamara will look at pharmacist assessment of adherence, risk and treatment in cardiovascular disease.

Primary Health Care (*PD* Fri).

Four parties interested in the assets have now called White, according to today's *Financial Review*, all reassuring him that despite current confidentiality agreements which don't allow them to discuss the bid, pharmacists will be consulted.

"Guys who have made contact have said they are very keen to speak to us when they get the permission," he said.

The Terry White chain is Symbion's biggest single pharmacy distribution customer, generating revenue of up to \$400m a year.

Vic health funding

THE Victorian govt included \$104m for its HealthSmart hospital software project as part of the state budget yesterday.

Retail Health Excellence Awards

COMMUNITY pharmacy "category champions" will be recognised in the industry's first-ever awards for retail excellence in health, announced today.

The API Retail Health Excellence Awards have been launched with the aim to encourage effective use of retail management techniques in the context of helping customers with their healthcare needs.

Pharmacy staff are being called to help find the pharmacies that excel in delivering retail health solutions in categories including pain management, cough and cold, allergy, quit smoking, and wellness.

"We know that there are many great examples of pharmacies doing great things in their retail environments; and such

Safe babies DVD

THE Australian Competition and Consumer Commission today launched an educational DVD for new and prospective parents.

Keeping Baby Safe aims to guide people buying products for infants and children in how to select the safest items and to use them appropriately, said ACCC chairman Graeme Samuel.

The DVD is available free by calling 1300 302 502 or online at www.accc.gov.au.

Parkinsons move

SIFROL (pramipexole), a non-ergot dopamine agonist, has been PBS approved from 01 Jun.

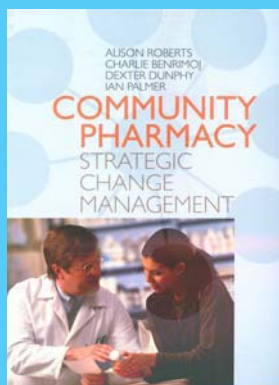
The approval is for the treatment of advanced Parkinson's disease in combination with levodopa, with the drug said to effectively treat the core motor symptoms of the disease.

pharmacies should be recognised for their achievements," said Richard Vincent, group general manager, pharmacy, API, the principal sponsor.

Category award winners and an overall winner will be announced at the Pharmacy Winter Ball, held at the Sydney Convention Centre on Saturday, June 21 during the Pharmacy Expo.

The API Retail Health Excellence Awards are an initiative of the *Australian Journal of Pharmacy* and the Pharmacy Practice Foundation, and are supported by Johnston Roke.

Entry forms are available from www.appco.com.au, www.api.net.au, www.jr.com.au or API business development managers; entries close 16 May.



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.

Issey Miyake for men and women

Issey Miyake's new Les Eaux d'Ete fragrances celebrate the life-giving force of water. Symbolising water's light, airy freshness, the perfumes are suitable for everyone. For women, there is Issey Miyake L'Eau d'Issey Summer Limited Edition (100ml), and for men, Issey Miyake L'Eau d'Issey Pour Homme Summer Limited Edition (125 ml).

RRP: \$94-\$97

Stockist: Cosmax Prestige Brands, Tel: (02) 9695 5678



Coloured mascara comeback

Banish boring black and brown with Max Factor's new colouring mascara. Beyond Length Mascara adds a twist of light-reflecting colour, and also lengthens by 70%, making eyelashes six times more noticeable. The dual-ended mascaras come in six iridescent colours.

RRP: \$24.95

Stockist: Heat Group
Tel: 1800 181 040



What's on men's minds

Head & Shoulders Clean and Balanced For Men provides 100 per cent dandruff removal, allowing men to have everything but dandruff on their mind! The shampoo (\$5.99) and conditioner (\$10.99) helps relieve dryness and flakes from wash to wash. Containing a moisturising formula with VitaZinc, the product is also formulated with a pH balance that's gentle enough for everyday use, but tough enough to wash away signs of an unhealthy scalp.

RRP: \$5.99-\$10.00

Stockist: Procter & Gamble, www.headandshoulders.com.au



Gym kit

Manicare has taken the excuses out of avoiding exercise with its limited-edition Gym & Travel Set. The compact kit is filled with two soft-touch tubes; a jewellery/pill case for valuables; and a supa-dry towel, which absorbs water up to four times faster than conventional towels.

RRP: \$14.95

Stockist: McPherson's Consumer Products, Tel: 1800 651 146



Soothe winter lips

The 100% natural and 99% Australian ingredients in the new Bush Essentials Lip Balm make it a great winter choice for customers with dry, chapped lips. The 10ml tub is brimming with essential oils, vitamin E, rosehip and macadamia oil, and can be kept in your handbag or pocket.

RRP: \$6

Supplier: Bush Essentials
Tel: (07) 5445 3383



DISPENSARY CORNER

A 67-YEAR-OLD American man is thinking ahead.

Bill Bramanti of Chicago loves Pabst Blue Ribbon beer so much, that he's had a special custom-built coffin made in the shape of a giant can of the beverage.

Bramanti is fit as a fiddle, and says he doesn't plan on using the casket for its intended use any time soon.

But in the meantime he's using it as a giant cooler, filling it with ice and beer for family celebrations.

"I'm going to get my money's worth," he said.

HAIR-STRENGTHENING conditioner is probably needed by an Indian man, who's announced plans to make a trip by helicopter - suspended under the aircraft by his ponytail.

Shailendra Roy claims to keep his hair very strong by rubbing it with mustard oil every day.

The helicopter plan is the latest stunt to be attempted by Roy, who also recently pulled a 35 tonne locomotive with his flowing locks.

ANTIOXIDANTS must have been very important to British officials making contingency plans in the event of a nuclear attack.

Recently declassified secret documents from the 1950s showed that a dramatic shortage of tea would result if an atom bomb was dropped.

"The tea position would be very serious with a loss of 75% of stocks and substantial delays in imports, and with no system of rationing it would be wrong to consider that even one ounce per head per week could be ensured," the document says.

The memos also warn that there could be some significant danger from radiation fallout.

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Visit the website to view the Education Program, Exhibitor Listing and Floor Plan.

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