

Today's issue of PD

PHARMACY Daily today includes a full page from Space Vitamins, urging pharmacies to target the Gen X&Y market for vitamin sales - see p2.

ADHD, DMAS info

PSA (Qld branch) is presenting a free lecture on ADHD and Childhood Development Disorders, with speaker Dr Phil Bird, Gosforth Clinic, Sunshine Coast.

It will be held next Mon 02 Jun at 7.15pm, at Chancellor State College Secondary Campus.

The next day at the University of Queensland consultant pharmacist Debbie Rigby and diabetes educator Peta Tauchmann will present a practical update for pharmacists, titled "Diabetes - New Insulins & DMAS". It will be held Tue 03 Jun, 7.30pm at Lecture Theatre 206 in the university's Steele Building.

ASMI strategy talks

THE Australian Self Medication Industry, which represents firms involved in manufacture and distribution of consumer health care products in Australia, is this week holding a gathering to review its strategy for 2008.

ASMI's committee, secretariat and guests will review the three year strategic plan developed last year "in light of current events in our local, regional and industrial environment."

HOT Travel Deals

WELCOME to *Pharmacy Daily's* new 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.

School Holidays are approaching again - why not take the family to Hong Kong?

Selective Tours is offering a 5 day/4 night package from \$987pp including airport transfers, Disneyland entry fees and half day coach tour. For more information call 1300 760 208.

For the adventurous, Adventure World is offering 10% discounts on a range of G.A.P Adventures camping holidays in South America.

There's a range of itineraries on offer for departures in June, July, August and September.

Prices include transport,

tented accom and some meals.

Book before June 15 - more details call 1300 363 055 or see www.adventureworld.com.au

Cruise Abroad is offering a great deal on its 10 Day Egypt and Nile package. Priced from \$995pp the tour includes 5 nights in Cairo staying at a 5-star property, 4 night Nile cruise with all meals on board, transfers and sightseeing with an English speaking guide.

Departures are each Saturday in June, July, August and September. For more info call 1300 669 369 or visit www.cruiseabroad.com.au

Another Clexane recall

THE Therapeutic Goods Administration has recalled an additional batch of anticoagulant medicine Clexane (enoxaparin) which has been found to be contaminated by over-sulphated chondroitin sulphate.

Five batches of the product were already recalled last month (PD 23 Apr) with the new recall applying to batch 08018 of Clexane 80mg.

Industry review of IP ownership

IMPEDIMENTS to investment in R&D, clinical trials and manufacturing of pharmaceuticals will be examined in a new review into the pharmaceuticals sector, Innovation, Industry, Science and Research Minister Kim Carr said this week.

Senator Carr said growing global overcapacity posed risks to pharmaceutical manufacturing in Australia.

Releasing the terms of reference for the fifth in a series of strategy groups this year, he said intellectual property ownership was a major factor to be addressed.

"It is imperative...to create an operating environment where it makes good business sense for international firms to invest in Australia," Senator Carr said.

CSL chief executive Brian McNamee will head the review of the pharmaceuticals industry.



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DISPENSARY CORNER

HOUSTON, we have a problem.

Astronauts aboard the International Space Station are having to hold on, after the facility's only toilet broke down last week.

Reports say NASA may have to order an in-orbit plumbing service call when the space shuttle *Discovery* visits next Fri.

Apparently a motor failed while one of the crew was using the Russian-made toilet and since then the part which gathers liquid waste has only worked intermittently.

The astronauts haven't been able to fix the problem and instead are using a "bag-like" backup system to collect urine.

Fortunately the "solid waste collecting" part of the toilet is functioning normally.

A SHOPKEEPER in the USA has come up with an unusual way of dealing with shoplifters.

Gabe Fidanque of Colorado says he was losing about \$1000 a month from his convenience store, and says police weren't taking enough action.

Now he says he gives offenders a choice. "I say, 'I'm either going to call the cops or you give me one of your shoes.'"

"They're too humiliated to come back and ask for their shoe, and that also means they won't steal again," he said.

ONLY in China.


A man from the remote province of Shandong has demonstrated his uncanny ability to squirt milk from his eyes.

Stunned onlookers in Nanjing were amazed when Zhang Yinming drank milk through his nose and then squirted it up to two metres with his eyes.

The *People's Daily* also reported that at the same time he blew up two balloons with his ears.



Just going for a squirt.



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FACT

Gen X & Y customers – while only 24% of the population, they account for over 50% of discretionary spending in the economy. Often at the height of their earning potential and without a mortgage they are not overly sensitive to interest rate fluctuations.



IS YOUR PHARMACY MAXIMISING THE

GEN X & Y MARKET?

- Q. Are they browsing regularly in your pharmacy or does your pharmacy feature too many brands that advertise to an older generation?
- Q. Is your vitamins and minerals (VMS) category growing steadily?
- Q. Does your VMS category make up 12% of your total OTC retail revenue?
- Q. Are all staff knowledgeable about differences between the brands?
- Q. Are all staff confident in recommending a brand and able to communicate why that brand is right for the customer?

- Q. Too many brands that advertise to the same, older demographic?
- Q. Are you building a long term competitive advantage over grocery retailers by increasing customer loyalty to pharmacy exclusive brands?

CLICK HERE to learn how your pharmacy can maximise long term sales revenue to the profitable gen X & Y market



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