



The Pharmacy
Guild of Australia

This week's update from the Guild 2009 National Student Business Plan Competition

THE 2009 National Student Business Plan competition will once again identify the best and brightest young minds in pharmacy.

In addition to over \$15,000 in cash and prizes, teams will have the opportunity to present their vision for the future live on stage at the Pharmacy Women's Congress on the Gold Coast.

The National Student Business Plan Competition has been designed, as part of the Pharmacy Guild of Australia's "Buying and Selling a Pharmacy" initiative, to promote creative and innovative entrepreneurship amongst students studying pharmacy and encourage them to develop viable, innovative, pharmacist-owned community pharmacies.

National President of the Guild, Kos Scalvos, said "The National Student Business Competition helps pharmacy students approach the idea of business ownership and management confidently, by giving them real-life skills in buying, owning and operating a community pharmacy."

The 2008 competition was won by the University of Sydney; winning team captain Daniel Rifkin commented that the competition had been an invaluable tool for his team's career development.

"This competition is a fantastic initiative, as it merges the clinical knowledge we learn at university with the practical business skills needed to run a successful pharmacy," he said.

The National Student Business Plan Competition is once again open to all 16 pharmacy schools in Australia.

The competition is run by the Pharmacy Guild of Australia and is proudly sponsored by Pharmacy Defence Limited and Gold Cross.

For further information visit the Guild website at www.guild.org.au and click on the "Buying and Selling a Pharmacy" link under Guild Initiatives in the left hand menu.

Multi-lingual generics brochures

BROCHURES explaining generic medicines in Chinese (simplified and traditional), Italian, Vietnamese and Greek will be available for pharmacies to order from the end of March.

Developed by the National Prescribing Service and Federation of Ethnic Communities' Councils of Australia, the bilingual brochures are aimed at seniors.

"Research that NPS and FECCA have undertaken suggests that seniors from these language groups may not actively ask health professionals questions, and may not tell you if they don't understand what you are saying," NPS Deputy CEO, Karen Kaye said.

"Most people are more likely to absorb and understand information if they can take home

Roche redesign

ROCHE has introduced a new global packaging design for pharmaceutical products including changes to artwork, bar codes and Consumer Medicine Info.

The main changes are colour-coded banding for product and presentation, while CMI's will be removed from packs of some medicines (but retained in Xeloda and Roaccutane).

The quality of products and all ingredients remains the same, Roche said.



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a resource which can be referred back to for further information."

It's part of the third phase of the NPS' generics campaign, with the brochures supporting messages currently airing in Cantonese, Mandarin and Italian on SBS and community radio stations.

Copies can be ordered after 31 Mar at www.nps.org.au/generics.

Merck to buy S-P

MERCK & CO has announced a US\$41b deal to purchase Schering-Plough Corporation.

It's the second massive takeover recently announced by major pharmaceutical firms, following Pfizer's purchase of Wyeth.

About 15% of the combined Merck and Schering-Plough workforces will lose their jobs, with the firms saying most cuts would take place outside the US.

Merck ceo Richard Clark said the combined company would have a "formidable research and development pipeline, a significantly broader portfolio of medicines and an expanded presence in key international markets, particularly in high-growth emerging markets."

"We are creating a strong, global health care leader built for sustainable growth and success," he said.

Fitness & wellness top spending priority

PHARMACISTS should expect strong performances from the fitness and wellness sectors, a new Mastercard survey indicates.

The latest Index from Mastercard Worldwide suggests that consumers are tightening their belts in every sense - but spending on fitness and wellness is set to hold up despite a general fall in discretionary spending.

The survey of Consumer Purchasing Resilience shows the sector was the most resilient category in the Asia-Pacific.

The survey measures and rates the top planned expenditure categories, based on what people will spend on in the next six months, how much they plan to spend and how much of a cutback that is from their normal expenditure.

Over 6019 consumers from 14 markets took place in the survey which was conducted last Sep.

Interestingly, the results show that people plan to spend more on fitness & wellness than on dining and entertainment.

Diabetes link to stomach bug

A VACCINE may soon be developed to prevent children developing diabetes after a UK study linked a common stomach bug with childhood diabetes.

The vaccine would protect against enterovirus infection of the pancreas, which is more common in kids with type-1 diabetes than others.

Researchers found that more than 60% of diabetic pancreases studied had traces of the bug, suggesting the infection plays a key role in the development of diabetes.

Win a Nailene Nail Duets pack!

Artificial nails just got easier with the introduction of *Nailene's Nail Duets*, the first ever artificial nails to come in pre-matched nail pairs.

To celebrate, *Pharmacy Daily* has teamed up with *Creative Brands* to offer one lucky reader a packet of *Nailene Nail Duets* every day this week, priced at \$15.99.

The time-saving *Nail Duets* has done the work for you when it comes to selecting what artificial nail to put on which nail, having already pre-matched nail pairs.

Nailene Nail Duets are available in French Manicure style in four different shades to suit different skin tones and a variety of styles to match all nail types for the best fit.

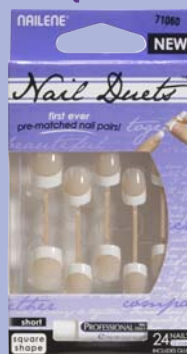
To receive your very own *Nailene Nail Duets* pack for FREE, email your answer to the following question to comp@pharmacydaily.com.au:

Name a new product from Nailene.

The first correct answer will win the prize - so be quick!

HINT: Visit the *Nailene* website at www.nailene.com

CONGRATULATIONS to Nicola Barr of Griffith University School of Pharmacy on the Gold Coast who was yesterday's winner.



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Mirixa comes to Parramatta

LAST night the Pharmacy Guild's Mirixa roadshow rolled into Sydney's west, with a presentation to about 140 attendees in Parramatta.

The next event will take place in Canberra on Thursday, with the final Mirixa seminar on the Sunshine Coast on 16 Mar - before the official launch at the APP Conference on the Gold Coast early in April.



ABOVE from left in Parramatta last night: Maiwand Maswasskhel, Terry White Chemists Penrith; Patrick Van, Chemistworks Ashville; David Hanna, Priceline Pharmacy Liverpool; Cheung YOUN, Plumpton Amcal; and Albert Tsai, Plumpton Amcal.



LEFT: Also at the Parramatta event: Julianne Alexander, Martin's Pharmacy; Adam Gosling, West Pennant Hills Day & Night Chemist; James Young, Pennas Pharmacy; Natasha Stavropoulos, Alphapharm; and Jane Corcoran, Apotex.

Bottle chemical out

IN what's being flagged as a major coup for public health, six baby bottle manufacturers in the USA have agreed to stop making bottles using Bisphenol A (BPA).

BPA is a chemical commonly used in the production of plastics, but it has been linked in various studies to an increased likelihood of heart disease, diabetes, obesity and other problems.

The ban on BPA is currently in place in the US, however use of the compound is still legal in Australia, where some manufacturers have introduced BPA-free bottles to help address public concerns.

Grants for carers

MINISTER for Ageing Justine Elliot yesterday announced \$6.8m in one-off funding grants for community-based respite services across Australia.

The 342 grants are part of the National Respite for Carers program which will provide a total of \$194m in 2008-09.

FDA patch warning

THE US Food and Drug Administration has warned about the risk of burns being caused by the wearing of medicated patches during MRI scans, with reports that not all manufacturers were including safety warnings.

Drinking and depression

ALCOHOL abuse may lead to depression, rather than the other way around, according to New Zealand research.

The study involving over 1000 young people, published in the *Archives of General Psychiatry*, found a strong link between alcohol abuse or dependence and major depression.

When the researchers applied mathematical modelling to the data, they concluded that it was alcohol problems that led to an increased risk of mood problems, rather than the other way around.



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DISPENSARY CORNER

HIS taste is all in his mouth.

A coffee taster in the UK has had his tongue insured for \$14m, saying his 18 years of experience in the coffee industry has made his tongue a "valuable asset."

Gennaro Pelliccia is the chief taster for Costa Coffee, and his duties include tasting every batch of coffee beans used by the company.

"Tasting coffees for so many years, my tongue has become calibrated to our espresso blend that we serve," he said.

Pelliccia also admitted that while only his tongue has been insured, his sense of smell is also very important.

A CANADIAN filmmaker, who's blind in one eye, has announced plans to have a mini-camera installed in the vacant socket to "raise awareness of surveillance in society."

36-year-old Rob Spence lost an eye in an accident when he was a teenager, and says his Project Eyeborg would see a camera, battery and wireless transmitter fitted into a prosthetic eye, broadcasting to a video recorder.

He said the fake eye wouldn't be connected to his nerves or his brain, and the camera would be "switched off when needed."

"I don't want to show the world me going to the bathroom," he said.

WATER from the English Channel is being bottled and sold as a saline cure for blocked noses.

Afrin PureSea Hydrating Nasal Rinse is marketed by Schering-Plough in the USA as "the only nasal rinse product made of 100% purified seawater."

It's manufactured by French company Goerman, which said the water was collected in a shipping lane "several kilometres off the coast for purity".

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